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# TOBACCO WORLD

ESTABLISHED  
1881

## CIGARS GAIN FIRST TIME IN TWO YEARS

65  
1441  
For the first time in two years—that is, since December, 1942—total production of cigars registered an increase in November, 1944, over the total for the previous November. The reason was that the rise in the higher-priced cigars (Classes D, E, F, G) was greater than the decline in the lower-priced classes (A, B, C).

The former totaled 309,975,669, as compared to 153,042,847, a gain of 156,932,822, or 102.54 per cent. The latter totaled 143,368,175, as compared to 276,924,460, a loss of 133,556,285, or 44.62 per cent.

Grand total of all cigars was 453,343,844, as compared to 429,967,307, a gain of 23,376,537, or 5.44 per cent.

Increases were also registered in large cigarettes, snuff, chewing and smoking tobacco, and decreases in little cigars and cigarettes.





LOAD UP  
with  
**GRANGER**  
MILD COOL TOBACCO

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812195

HOBART B. HANKINS—Editor

Business Manager—B. S. PHILLIPS

# THE TOBACCO WORLD

Vol. 65

JANUARY 1945

No. 1

**S**TOCKS of all types of leaf tobacco owned by dealers and manufacturers in continental United States and on the Island of Puerto Rico on October 1st totaled 2,360,045,000 pounds, as reported by the War Food Administration. This is about 142 million pounds, or 5½ per cent., below the 2,501,822,000 pounds reported on the same date in 1943, and the lowest October 1st stocks since 1939. Stocks were about 23 million pounds above those reported on July 1, the increase being due principally to the addition of a substantial part of the 1944 flue-cured crop. A total of around 518 million pounds, mostly flue-cured but including some Maryland and cigar leaf, had entered stocks in the July-September quarter through sales. Last year about 463 million pounds were sold during the third quarter.

**R**EVENUE stamp sales for cigarettes and snuff, which recently reached an all-time high, fell during the July-September quarter below sales for the comparable quarter a year ago, and reports of manufacturers indicate that consumption of chewing tobacco products was greater than for the same period last year. Data on products withdrawn tax-free direct from factories and from sea store warehouses for shipment to American and Allied forces in foreign countries show that, compared with last year, about double the volume of cigarettes and three times as many cigars are being shipped. Tax-free withdrawals of other manufactured products, however, are only about one-half as great as those of last year.

**S**TOCKS in the hands of dealers were reported as 253,657,000 pounds, about 10.7 per cent. of the total stocks reported for the quarter. This tobacco may include some which is earmarked for sale to domestic manufacturers or for export. Manufacturers' stocks were reported as 2,106,388,000 pounds, 89.3 per cent. of the total. Included in this latter amount is tobacco held under dealer registries of manufacturers and tobacco held by dealers and known to be purchased on order for foreign or domestic manufacturers. Also included in this category are stocks purchased under agreement with the Commodity Credit Corporation which are earmarked for export and not actually available to domestic manufacturers. CCC stocks were reported as about 185 million pounds, of which 181 million were flue-cured.

**S**TOCKS of foreign-grown cigarette and smoking tobacco (Turkish and other) were about 8½ million pounds higher than on October 1st a year ago, when dealers and manufacturers held the smallest quantity of this type ever reported in the fifteen years of the series. October 1st holdings this year totaled 64,907,000 pounds, as compared with 56,390,000 pounds on the same date a year ago.

**F**OLLOWING an indicated consumption which was record-high for the fiscal year ended June 30, 1944, snuff withdrawals for the July-September quarter were more than a million pounds under those for the same quarter a year ago. Revenue stamp sales were reported at 9.1 million pounds for the three months period, as compared with 10.3 million pounds covered for the corresponding quarter last year. The July withdrawals of 2.6 million pounds were the lowest reported for nearly ten years.

**D**ECREASE in consumption of manufactured tobacco (chewing and smoking combined) were still indicated for the July-September quarter, with sales of revenue stamps covering 64.5 million pounds—the lowest figure ever recorded for this quarterly period. Although the July withdrawals of 18.8 million pounds approached the record-low level reported for April this year, the August and September figures showed a substantial increase, bringing indicated consumption up to its highest point since November, 1943. Reports of manufacturers of plug chewing tobacco show that production is still high, but tending to level off. Although the July figure indicated considerable decrease in the amount manufactured, production for August was slightly above that of the same month a year ago. Data on production of smoking tobacco, based on manufacturers' reports to the Internal Revenue Bureau, indicate that consumption of this product continued at a low level for the first half of the year. However, the figures for August, the last month for which data are available, show an upward trend and reach a point just slightly under those reported for the same month in 1943.

**T**OTAL stocks of domestic cigar-leaf tobacco were about 280 million pounds on October 1st, as compared to over 293 million pounds on hand a year earlier. Stocks of all types of foreign-grown cigar-leaf tobacco totaled 21,148,000 pounds, about a million pounds under reported holdings on the same date a year earlier. Of the total reported 17,313,000 pounds were Cuba (Havana); 3,534,000 pounds, Sumatra and Java; 157,000 pounds, Philippine Islands (Manila), and 144,000 pounds other foreign-grown cigar-leaf not otherwise classified.

**M**ANUFACTURE of scrap chewing tobacco continues at a high level. Fiscal year figures were reported at 52.9 million pounds, compared with 50.9 million manufactured the previous year—an increase of 4 per cent. Production in August, the last month for which data are available, totaled over five million pounds. In only two other months during the last decade has manufacture of this product exceeded this figure.

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# November Report of Tobacco Products

Product		Month of November			Increase or Decrease	
		1944	1943	Quantity	Per Cent.	
Cigars:						
Class A—						
United States .....	8,277,480	23,702,800	—	15,425,320	65.08	
Puerto Rico .....	.....	3,000	—	3,000	....	
Total .....	8,277,480	23,705,800	—	15,428,320	65.08	
Class B—						
United States .....	32,402,267	33,430,700	—	1,028,433	3.08	
Puerto Rico .....	520,000	1,300	+	518,700	....	
Total .....	32,922,267	33,432,000	—	509,733	1.52	
Class C—						
United States .....	99,917,628	219,077,460	—	119,159,832	54.39	
Puerto Rico .....	2,250,800	709,200	+	1,541,600	....	
Total .....	102,168,428	219,786,660	—	117,618,232	53.51	
Class D—						
United States .....	98,194,716	14,833,861	+	83,360,855	561.96	
Puerto Rico .....	1,750,360	56,050	+	1,694,310	....	
Total .....	99,945,076	14,889,911	+	85,055,165	571.23	
Class E—						
United States .....	168,875,399	121,469,445	+	47,405,954	39.03	
Puerto Rico .....	2,286,675	255,401	+	2,031,274	....	
Total .....	171,162,074	121,724,846	+	49,437,228	40.61	
Class F—						
United States .....	22,273,088	13,731,043	+	8,542,045	62.21	
Puerto Rico .....	111,200	.....	+	111,200	....	
Total .....	22,384,288	13,731,043	+	8,653,245	63.02	
Class G—						
United States .....	16,384,131	2,697,047	+	13,687,084	507.48	
Puerto Rico .....	100,100	.....	+	100,100	....	
Total .....	16,484,231	2,697,047	+	13,787,184	511.20	
Total All Classes:						
United States .....	446,324,709	428,942,356	+	17,382,353	4.05	
Puerto Rico .....	7,019,135	1,024,951	+	5,994,184	....	
Grand Total .....	453,343,844	429,967,307	+	23,376,537	5.44	
Little Cigars:						
All United States .....	8,655,200	10,317,240	—	1,662,040	16.11	
Cigarettes:						
United States .....	20,554,493,565	24,323,704,200	—	3,769,210,635	15.50	
Puerto Rico .....	9,003,560	600,000	+	8,403,560	....	
Total .....	20,563,497,125	24,324,304,200	—	3,760,807,075	15.46	
Large Cigarettes:						
United States .....	4,665,950	871,216	+	3,794,734	435.57	
Puerto Rico .....	.....	.....	+	.....	....	
Total .....	4,665,950	871,216	+	3,794,734	435.57	
Snuff (lbs.):						
All United States .....	3,953,789	3,292,464	+	661,325	20.09	
Tobacco (Chewing and Smoking) lbs.:						
All United States .....	26,775,427	25,498,895	+	1,276,532	5.01	

\*Compiled from comparative data of tax-paid products, released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

# 11 Months' Report of Tobacco Products

1st Eleven Months					
Product	Cal. Yr. 1944	Cal. Yr. 1943		Increase or Decrease Quantity	Per Cent.
Cigars:					
Class A—					
United States .....	180,584,512	320,538,457	—	139,953,945	43.66
Puerto Rico .....	4,101,400	12,400	+	4,089,000	....
Total .....	184,685,912	320,550,857	—	135,864,945	42.38
Class B—					
United States .....	255,160,775	721,135,494	—	465,974,719	64.62
Puerto Rico .....	1,384,825	111,050	+	1,273,775	....
Total .....	256,545,600	721,246,544	—	464,700,944	64.43
Class C—					
United States .....	1,765,596,986	2,656,627,034	—	891,030,048	33.54
Puerto Rico .....	17,370,295	2,735,625	+	14,634,670	....
Total .....	1,782,967,281	2,659,362,659	—	876,395,378	32.96
Class D—					
United States .....	314,526,594	141,211,469	+	173,315,125	122.73
Puerto Rico .....	5,855,910	232,250	+	5,623,660	....
Total .....	320,382,504	141,443,719	+	178,938,785	126.51
Class E—					
United States .....	1,600,841,959	865,938,366	+	734,903,593	84.87
Puerto Rico .....	12,593,950	389,426	+	12,204,524	....
Total .....	1,613,435,909	866,327,792	+	747,108,117	86.24
Class F—					
United States .....	171,190,599	101,104,683	+	70,085,916	69.32
Puerto Rico .....	670,750	.....	+	670,750	....
Total .....	171,861,349	101,104,683	+	70,756,666	69.98
Class G—					
United States .....	53,875,791	12,145,389	+	41,730,402	343.59
Puerto Rico .....	210,000	.....	+	210,000	....
Total .....	54,085,791	12,145,389	+	41,940,402	345.32
Total All Classes:					
United States .....	4,341,777,216	4,818,700,892	—	476,923,676	9.90
Puerto Rico .....	42,187,130	3,480,751	+	38,706,379	....
Grand Total .....	4,383,964,346	4,822,181,643	—	438,217,297	9.09
Little Cigars:					
All United States .....	133,246,587	117,020,104	+	16,226,483	13.87
Cigarettes:					
United States .....	221,434,150,720	234,938,271,413	—	13,504,120,693	5.75
Puerto Rico .....	23,586,893	2,760,240	+	20,826,653	....
Total .....	221,457,737,613	234,941,031,653	—	13,483,294,040	5.74
Large Cigarettes:					
United States .....	21,771,658	4,926,575	+	16,845,083	341.92
Puerto Rico .....	.....	1,200	—	1,200	....
Total .....	21,771,658	4,927,775	+	16,843,883	341.82
Snuff (lbs.):					
All United States .....	38,579,551	39,331,182	—	751,631	1.91
Tobacco (Chewing and Smoking) lbs.:					
All United States .....	229,221,478	240,477,210	—	11,255,732	4.68

\*Compiled from comparative data of tax-paid products, released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."



# What About Cigarettes?

By EMMETT SNELLGROVE

**I** JOINED in a mad scramble in Washington this morning for a package of cigarettes only to find—as usual—that a few cartons weren't sufficient to satisfy the impatient demands of half a hundred cigarette-starved men and women.

Paradoxically, the scramble in which I participated, with my customary hard luck, is being reenacted literally thousands of times daily in a country whose tobacco resources are at an all-time high level and whose cigarette production (based on withdrawal figures of the U. S. Bureau of Internal Revenue) is nearing twice the volume of record peacetime years.

The situation, therefore, calls for some facts, and here they are:

Two types of withdrawals—taxpaid and non-taxpaid—form the basis of Internal Revenue's record keeping on cigarettes. Taxpaid withdrawals represent the output of manufacturers for consumption in this country by the armed forces as well as by U. S. civilians. Non-taxpaid withdrawals represent shipments abroad, including those to our armed forces, and those distributed free in this country by the Red Cross, the Veterans' Administration, and various penal institutions.

In 1939 taxpaid withdrawals totaled 172.2 billion cigarettes. In 1943 they had climbed to 257.7 billion—the all-time peak level for domestic consumption. Taxpaid withdrawals through October, 1944, were 201 billion, about 5 per cent. less than for the same period in 1943.

In other words, the manufacturers' output of cigarettes for domestic consumption reached a peak in 1943, leveled off early in 1944 (according to monthly figures), and now is declining only slightly. The monthly increase in output (compared with the same month of the year before) was consistent for thirty-six consecutive months prior to the beginning of 1944.

At the rate of 201 billion cigarettes in ten months, every man, woman, and child in the country would be entitled to about seventy packages. But of course every man, woman, and child doesn't smoke cigarettes.

Non-tax-paid withdrawals, on the other hand, are increasing. They have risen from virtually nothing in 1939 to 53.1 billion cigarettes (latest available figures) in the first seven months of 1944. The reason is obvious. Since about 96 per cent. of the non-tax-paid withdrawals are for our armed forces abroad, the increase is more or less consistent with the expansion of our personnel in foreign service.

Thus, one of every four cigarettes produced in America is assigned to our armed forces abroad. For example, if we could assume that there are 10 million men and women in our foreign ranks, each of them should, on this basis, receive about thirty-six packages a month—better than one a day.

Now let's combine the two—tax-paid and non-tax-paid withdrawals—and see where we stand in total volume. Withdrawals in 1941 totaled 218 billion American-made cigarettes. In 1943 the total jumped to 308.7 billion. During the first seven months of 1944 withdrawals had reached 192 billion and were being produced at a rate which, if continued for the remaining five months, would reach a 1944 total of 330 billion cigarettes—more than 20 billion in excess of the 1943

record total. It is estimated that more than 90 per cent. of the cigarettes produced in this country are packed under familiar brand names.

Deliveries of cigarettes under lend-lease are hardly in the picture. Through October, 1944, for instance, such deliveries—virtually all to the British armed services—totaled 2.9 billion fags or only little more than 1 per cent. of the total withdrawals. Contrary to the general belief, practically the entire volume of lend-lease cigarettes is manufactured in this country from British-owned United States tobacco, and every package carries a British brand name. Shipment of these cigarettes will continue under British contract for the next several months at the rate of about 300 million per month.

Why sell this raw tobacco to the British when we need it so badly ourselves? That's a fair question and here's the answer:

Since American manufacturers have never required the entire production of cigarette tobacco to fill the needs of United States smokers, our tobacco growers for many years have wisely sought and encouraged profitable foreign markets for their crop surpluses. In the past from 40 to 60 per cent. of our flue-cured crop—the largest class of American tobacco—has been exported. In fact, our export trade in tobacco with England began only a year or so after the settlement of Jamestown. This being true, WFA feels that the producers of our raw tobacco would suffer an irreparable loss should we, even in war time, deny these export customers their normal share of United States tobacco.

Even if our manufacturers had the facilities for turning out the cigarettes, American consumers could not possibly use in one year all the tobacco being produced in the United States in 1944. If all the tobacco available from the current flue-cured and burley crops were manufactured into fags, the total would exceed 500 billion, or more than 25 billion packages of twenty each.

Production estimates on November 1, 1944, indicated a tobacco harvest of 1.8 billion pounds this year, about 3.8 per cent. below the record harvest of 1939. The flue-cured production, which is largely cigarette tobacco, will total 1.06 billion pounds according to current estimates. WFA has allocated the crop to manufacturers—at their own request—on the basis of their unrestricted use of that class of leaf during the twelve months ended June 30, 1944—a period when consumption was at its highest.

The 1944 allocation percentage is 101.5, meaning that cigarette manufacturers this year are buying replacement stocks (tobacco is usually aged about two years before using) equivalent to 1.5 per cent. more than they used from aged stocks during one of the heaviest consumption periods in history. In 1939, the peak production year, manufacturers purchased 632 million pounds of the flue-cured crop; this year they are purchasing 658 million pounds. The most they have ever used in a single production year was 650 million pounds in 1943, the quantity on which the 1944 allocation is based. Although manufacturers are thus assured that present consumption of tobacco will be replaced, there is no assurance that much headway will be made in rebuilding aged stocks which became



... at least they all agree on

GET a "flatfoot" (that's a soldier's term for a sailor), a "gravel agitator" (that's an infantryman), and a "gyrene" (marine, to you) all together and they'll sound off about everything under the sun. But they'll agree on that pack you find in their pockets. Camels... first in the service from the Philippines to the Rhine. It's on the record... "With men in the Army, Navy, Marines, and Coast Guard, the favorite cigarette is Camel, based on actual sales records." The full, rich flavor, kind, cool mildness make Camel a favorite wherever you go!

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The final authority on which cigarette is best for you is your own "T-Zone"—T for Taste and Throat. Let your taste try Camel's full, rich flavor; let your throat try its cool mildness. You may find yourself agreeing with millions of smokers the world over.

Costlier  
Tobacco



TO ALL JOBBERS AND RETAILERS:

Believe us it has been a great pleasure to serve you and we truly appreciate your patience and splendid cooperation in handling our products and the many problems that confront you, considering the critical shortages in available cigarettes, cigars and tobaccos of our manufacture.

We know you understand we are doing everything within our power to lessen your burden and that you are acquainted with the fact that a generous portion of our products is going to the armed forces here and overseas, thus leaving a smaller available supply for distribution among civilians through you.

It is our privilege to convey to you in this way our vote of thanks and to tell you we shall continue to exert every effort to make the picture brighter as we go along.

*R. Lorillard Company*

**OLD GOLD Cigarettes**

MURIEL Cigars HEADLINE Cigars BRIGGS Tobacco UNION LEADER Tobacco BEECH-NUT Chewing  
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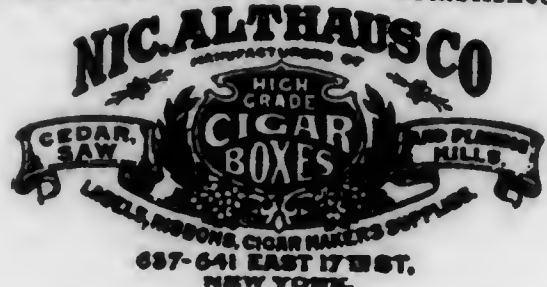
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depleted in former years when production did not keep pace with rapidly expanding consumption. These stocks, normally containing a two or three years' supply, are now down to about an eighteen months' supply based on current use.

An important question remains unanswered. Where are the cigarettes? There probably are several answers. It could be that demand of American smokers is considerably beyond the fabulous production figures indicated. On the other hand, such factors as black markets, hoarding, and faulty distribution could be involved.

#### FAY HEADS SCHUTTER PROGRAM

Frank Fay, star of the Broadway hit, "Harvey", will be featured in a half-hour television program, "Fun with Fay", over DuMont television station WABD, New York, on Sunday, January 7, at 8.30 P. M. The program is sponsored by Schutter Candy Co., makers of Old Nick and Bit-o-Honey candy bars. Fay will be supported by Betty Keene, a screen and radio star.

Arrangements for the initial appearance of the comic artist on television were made by Westheimer & Co. of St. Louis, and Kaplan, Siesel & Bruck, of New York, advertising agencies for the sponsor.

Commercials for the show make a strong effort to assist the retailer's sales effort by pre-selling customers on products and helping them become intimately familiar with the trade name and packages of the advertised merchandise.

Special settings were designed for the Schutter show by Edna Gamble. Bud Gamble, president of the Television Producers Assn., directs the program.

#### IVEY OPENS OWN OFFICES

Neal D. Ivey has resigned as president of Ivey & Ellington, Inc., and on January 1st will begin operation of the Neal D. Ivey Company in Philadelphia. Jesse T. Ellington has been elected president of Ivey & Ellington, Inc.

In a letter to clients advising of his action, Mr. Ivey stated: "When the agency moved its creative and operating departments to New York in January of this year, it was with the expectation that I would divide my time between the service requirements of the Philadelphia office and the executive duties in New York. A year's experience has proven this method of operation to be impractical, and for this reason I have decided to resign as president and devote my energies to a group of clients in Philadelphia. I expect to remain a director and retain my financial interest in Ivey & Ellington, Inc., and am confident that the agency under the direction of Mr. Ellington will increase the value of our service to your account."

Announcement will be made shortly of the clients of the Neal D. Ivey Company and the personnel of the organization.

#### JACK BENNY HEADING EAST

Jack Benny and his NBC crew will head East after their January 7th broadcast, to spearhead the "March of Dimes" campaign in three special shows from New York, Philadelphia, and Boston.

According to an announcement from the National Foundation for Infantile Paralysis, Benny will act as emcee of star-studded programs at Carnegie Hall, New York, on January 20; at the Philadelphia Academy of Music, January 23, and at Boston Symphony Hall, January 29. He will have luncheon with President Roosevelt in Washington on January 30 and return to New York for a four-network broadcast that night.

Regular NBC broadcasts of Jack Benny program on January 14, 21, 28 and February 4 will originate at Radio City, New York, or at service camps nearby.

The Benny program is sponsored by the American Tobacco Company. Ruthrauff and Ryan, Inc., is the agency.

# KING EDWARD CIGARS



*An Unsurpassed Record*  
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**NATIONAL CONSUMER ACCEPTANCE**



**JNO. H. SWISHER & SON, INC.**  
*Cigar Manufacturers*  
**JACKSONVILLE, FLORIDA**



## NEED FOR MORE ACREAGE

**T**O members of the House Agricultural Committee has gone from Eric Calamia, president of the Retail Tobacco Dealers of America, Inc., the following letter, emphasizing the stand the association has taken with respect to the problem of increased acreage on flue-cured and burley tobacco:

"The problem of crop control of flue-cured and burley tobaccos used in the manufacture of cigarettes, is quite properly of concern to a million tobacco retailers throughout the United States. Cigarettes constitute from 50 to 60 per cent. of our gross business. Consequently, this National Association, representing retail tobacco dealers, wishes to bring to your attention a number of pertinent facts relating to this problem, particularly as they affect our future economic security.

"This year's cigarette production of 329,000,000, 000 cigarettes will require 1,100,000,000 pounds of tobacco. The Commodity Credit Corporation estimates their requirements as 400,000,000 pounds. In spite of the fact that the 1944 crop of tobacco is an exceptionally large one of 1,500,000,000 pounds, if it were immediately used, it would only cover the above two items, and it does not provide for manufactured smoking tobaccos. However, this 1944 crop of tobacco will be aged from two to three years before it is ready for manufacture, and will not be used until 1946. By then we can anticipate an increase in cigarette consumption, and certainly a vastly increased demand for this type of tobacco for export to European countries whose stocks are depleted as a result of the war.

"The Washington Bureau of the *Wall Street Journal* stated that the Bureau of Agricultural Economics declared that 'consumption of tobacco products probably has reached the peak of the war period.' I would most respectfully ask you on what facts is such assumption based. Certainly our industry does not believe this to be true. We retailers are unable to fulfill the domestic demand for cigarettes. The press reports extreme shortages of cigarettes overseas. Manufacturers cannot increase their current production figures because of labor shortages and the fact that they are allocated only 101 per cent. of their past tobacco requirements. If it were possible to correct these two conditions and more cigarettes were available, consumption of tobacco products would continue to expand. We are far from having reached the saturation point.

"I call your attention to the fact that after the last World War cigarette production jumped about 25 per cent. and doubled within a five-year period, and it has continued to increase yearly. I do not believe we are over-optimistic if we express the belief that given a sufficient amount of tobacco, properly cured and aged, cigarette consumption would continue to make yearly gains. I would like to emphasize that unless a larger crop is planted and the ground prepared within the next ninety days, no relief will be possible before 1948, for the 1947 crop as presently planned will not meet requirements.

"We are not requesting that crop control be abandoned entirely where it serves a useful purpose. We strongly advocate that a sufficient increase in tobacco acreage be permitted to guarantee a safe margin of leaf tobacco not only for domestic requirements, but also to meet export demands which we believe we will be facing in the years when the 1945 crop will be available for use."

## 1945 MARKETING QUOTAS

**T**HE War Food Administration announces marketing quotas on flue-cured and burley tobacco, for the 1945-1946 marketing year. This action has been taken in accordance with Public Law No. 276, approved March 31, 1944.

The WFA also announces that marketing quotas will not be in effect during the 1945-46 marketing year on any kinds of tobacco other than flue-cured and burley. Under the national marketing quotas announced for flue-cured and burley tobacco, individual farm acreage allotments for the 1945 crops will be the same as in 1944, which totaled 1,095,000 acres for flue-cured tobacco and 588,000 acres for burley tobacco. In addition to these acreage allotments, an amount equal to 2 per cent. of the total acreage allotted to all farms in 1940 will be made available for increasing individual farm acreage found by local AAA committees to be inequitable.

Five per cent. of the national marketing quota will be made available in 1945 for establishing allotments for farms on which no flue-cured or burley tobacco has been grown during the past five years. To be eligible for such an allotment, either the farm operator or the person growing the tobacco shall have had experience within the past five years in growing tobacco and shall be living on the farm and largely dependent on the farm for his livelihood. Application for such allotments must be filed with the County AAA Committee prior to February 1, 1945.

It is currently estimated that 1,062,480,000 pounds of flue-cured tobacco and 488,480,000 pounds of burley have been produced with the 1944 marketing quota program in effect. These amounts are substantially in excess of domestic consumption and exports during the 1943-1944 marketing year and exceed current estimates of the requirements for domestic consumption and exports during the 1944-45 marketing year.

## NEW HIGH IN CROP VALUE

**T**HE 1944 crop of Eastern North Carolina flue-cured tobacco was second to the record 1939 crop in poundage marketed and established a new high in value, report the War Food Administration and North Carolina Department of Agriculture. Gross sales amounted to 391,244,954 pounds, and with an average of 42.80 per hundred returned nearly 167½ million dollars, considerably more than the previous peak value of 1942. As compared with the foregoing year, the general average was \$2.65 higher, gross sales were around 101 million pounds more, and value was approximately 51 million dollars greater.

Prices by grades were above last year's averages in some instances and lower in other cases. Non-descript showed the most definite trend, ranging upward from \$3 to \$10. Most grades of smoking leaf and primings gained \$1 to \$2, while cutters were steady to \$1 lower. Green grades of leaf and lugs were also down \$1 to \$2, but the majority of the lower qualities of leaf and lugs advanced \$1 to \$2. Practically all other tobaccos were firm.

Quality of this year's crop was better than the 1943 crop. Prospects in May and June were very gloomy because of a severe drought, but rains in July and August caused a phenomenal recovery. The result was a most favorable season for the majority of growers.



When they step up to your counter, be sure they—

# Make a date with MODEL



SMELLS BETTER IN THE POUCH—  
SMOKES BETTER IN YOUR PIPE

United States Tobacco Company  
New York • Chicago • Nashville • Richmond • San Francisco

## EARL WILSON FOR WHITE OWL

General Cigar Company, in behalf of White Owl cigars, will sponsor a series of commentaries by the *New York Post* syndicated columnist and Broadway Boswell, Earl Wilson, over the entire Mutual network (Sundays, 10:00-10:15 P. M., E. W. T.), effective January 7th.

The program will feature outstanding personalities of the entertainment world as guest stars, with Paul Douglas as Wilson's colleague and vis-a-vis.

Wilson's hilarious and caustic observations of New York night life, incorporated in his column, "It Happened Last Night," has been a *New York Post* feature for two years and is now syndicated.

The contract on General Cigar's present show featuring newscaster Henry Gladstone (Monday and Thursday, 10:00-10:15 P. M., E. W. T.) has been extended through the broadcast of Thursday, January 4th, at which time the series will be discontinued in favor of the new Earl Wilson show.

## "DOUBLE INDEMNITY" RUNNER-UP

"Double Indemnity," chosen as movie of the month by the Cigar Institute of America for July, 1944, and the subject of a popular CIA poster, received triple acclaim on December 27th when the New York Film Critics group considered it as a runner-up to Paramount's "Going My Way," the winning selection for the year's best picture.

The critics tapped star Barbara Stanwyck of "Double Indemnity" as runner-up to Tallulah Bankhead, who won the New York "Oscar" for her stellar performance in "Lifeboat." Fred MacMurray, the insurance-murderer of "Double Indemnity," was a runner-up to Barry Fitzgerald, who received the critics' winning majority vote for his characterization as Father Fitzgibbon in "Going My Way." In the voting for the directorial award, Paramount's William Wilder, director of "Double Indemnity," was a runner-up to Leo McCarey, who did "Going My Way" for the same studio.

The Cigar Institute rated "Double Indemnity" a winner long before even the professional critics' announcements. Its judgment was endorsed some months later when *Life* magazine in its July 10th issue selected "Double Indemnity" as its "Movie of the Week."

Star Edward G. Robinson, "Double Indemnity's" cigar-smoking insurance investigator, is one of the greatest lovers of cigars in filmdom.

January, 1945

## SPRUCE LUMBER

for CIGAR BOXES

It's Brighter - for the Eye  
It's Lighter - for Shipping  
It's Better - for the Cigars

SPECIFY SPRUCE

### Uptegrove Lumber Co.

Cigar Box Lumber for 72 years  
15 Washington St. Newark, N. J.

Established 1886

## "BEST OF THE BEST"

VERY OPTIMO MILD  
CIGARS

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

## AUTOKRAFT CIGAR BOXES

Boite Nature  
Cedar Chests

Novelty  
Wrapped

Are Outstanding In  
Quality-Design-Cost

### AUTOKRAFT BOX CORP.

Lima, Ohio  
Chicago, Ill.  
Detroit, Mich.

Hellam, Pa.

Hanover, Pa.  
Philadelphia, Pa.  
Wheeling, W. Va.



## PHILIP MORRIS RETIREMENT PLAN

**P**HILIP MORRIS & COMPANY, Ltd., Inc., has just received approval from the Treasury Department to put into operation its retirement plan for employees, it was announced today by the company, which is paying all costs of the plan. The plan, which covers all full-time employees, is designed to supplement the benefits of the Social Security Act by providing more adequate incomes to workers who reach the retirement age of sixty-five and who have completed a minimum of ten years of service with the company.

The normal annual retirement allowance is determined by two factors: service prior to April 1, 1943, effective date of the plan, and service thereafter. In each case the allowance is based on  $\frac{3}{4}$  of 1 per cent. of the first \$3000 of earnings and  $1\frac{1}{2}$  per cent. of the amount in excess of \$3000.

For service prior to April 1, 1943, the allowance is determined by applying these percentages to the average annual earnings for the period and then multiplying by the number of years of service.

For service after April 1, 1943, the allowance is calculated in the following manner. The credit for each year is determined by applying the percentages to the compensation earned in that year and then adding up the credits for each year from 1943 until the retirement date.

The retired employee may elect to receive a reduced allowance during his period of retirement and select one of three options for his beneficiary: an allowance equal to one-half the reduced pension; an allowance equal to the reduced pension, or some other benefit approved by the retirement board.

Former employees of the Axton Fisher Tobacco Co. who joined Philip Morris when it acquired the former concern will receive credit for services rendered after June 20, 1944.

## MINIMUM WAGE RATES

L. Metcalfe Walling, Administrator of the Wage and Hour Public Contracts Divisions, announced that on the basis of the evidence submitted at the public hearings held on August 9 and September 12, 1944, on the recommendations of Special Industry Committee No. 3 for Puerto Rico, he will approve the minimum wage rates for the Leaf Tobacco and Sugar Manufacturing Industries.

The wage order incorporating the new hourly minimum of 27 cents for the Leaf Tobacco Industry in Puerto Rico will become effective on April 1, 1945; and the wage order incorporating the new hourly minimum of 35 cents for the Sugar Manufacturing Industry in Puerto Rico will become effective on January 15, 1945. Present minima under the Fair Labor Standards Act are 20 cents and 30 cents for the respective industries.

The effective dates for the Leaf Tobacco and Sugar Manufacturing Industries are being announced at this time because of the seasonal problems in these two industries. Mr. Walling stated that owing to an unusually late tobacco crop this year, it appears that stemming plants will not be able to complete the bulk of their processing operations as early as usual, and in order to allow the Leaf Tobacco Industry to liquidate its old contracts which were negotiated at the present minimum, April 1, 1945 has been selected as the most appropriate dividing line between operations on the old and new crops.

## CHRISTMAS SMOKE FOR CHURCHILL

**O**F all the Christmas gifts presented to Prime Minister Winston Churchill this year none could have received more care than a certain box of cigars that arrived at 10 Downing Street from a liberated town in Holland. The ten cigars in that box—each carefully enclosed in its glass container—were the gift of a Dutch family who chose this manner of showing their appreciation to Britain's leader for all he had done for their country, according to Aneta, Netherlands News Agency.

When the Nazis swarmed across The Netherlands in 1940 the family put the cigars in their protective containers and hid them beneath the floor. There they remained through the four and a half years of German occupation.

Even under the "New Order" the picture of Churchill and his inevitable cigar was a familiar one to the people. So when Allied troops had liberated their town the cigars were dug up and entrusted to an Allied air officer to make sure they reached the Prime Minister in time for Christmas. "It is one way in which we would like to show our gratitude for the marvelous work your Churchill has done toward liberating our country," one member of the family told the officer.

## NEW CHESTERFIELD SHOW

A star-studded musical variety program titled "Chesterfield Supper Club," sponsored by Liggett & Myers Tobacco Co., made a coast-to-coast bow on the full NBC network, Monday, December 11th (NBC, 7:00 P. M., E. W. T.). The program is heard Monday through Friday, replacing the "Chesterfield Music Shop." Newell-Emmett Co. is the agency.

Ted Steele and his twenty-two-piece orchestra provide the music for vocalists Mary Ashworth and Perry Como, with Martin Block as emcee and announcer. The "Supper Club" plays host each night to a comedy musical act from stage, screen or radio, opening with the great musical comedy and night club star, Jimmy Savo.

The program originates in a Radio City studio of NBC, decorated as a supper club. The famous Chesterfield one-hour show following the broadcast is enjoyed by the studio audience.

## LIGHTERS FOR FIGHTERS

Popularity of Ronson cigarette lighters with men in service received further proof on a recent Vox Pop broadcast which had as unexpected guests the entire crew of a B-29 Superfortress just returned from a mission over Japan.

The policy of the Bromo Seltzer program is to present a handsome gift to each person appearing on the show, but here were eleven additional starters not originally counted on. Masters of ceremonies Parks Johnson and Warren Hull queried the boys as to their preference among a varied assortment of expensive presents, and the entire crew selected Ronson lighters.

The flying men indicated their Ronsons would come in mighty handy in the foreign theatre of operations to which they were returning.

*The Tobacco World*



*Peace terms every man  
should make NOW!*

The war is still on . . . and will be for some time to come.

But right now—before the war ends—every man in America has an unprecedented opportunity to make terms with himself for his own peace . . . his peace of mind.

For now, as never before, a man should look at his wife and family and say, "What can I offer them for the future?"

Now, as never before, a man should look at his house and worldly goods and say, "How can I improve these so my family may better enjoy life?"

Now, as never before, a man should look at tomorrow and say, "How can I best prepare for some unforeseen emergency which might affect my family?"

And now, as never before, every man in America has a

chance to answer all these questions—an opportunity to provide for the future.

That opportunity is War Bonds. No doubt you are buying War Bonds through the Payroll Saving Plan. Arrange to buy more War Bonds. All you can afford. More than you thought you could afford.

What's even more important—don't cash in those War Bonds before they mature. Stick them away in a safe place—and forget about them till you can reap the full harvest on them.

Now is the time to make your plans for peace of mind. It's something you owe yourself . . . owe your family. Buy War Bonds and hold onto them!

*This is an official U.S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council*



## Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

### Schedule of Rates for Trade-Mark Services Effective April 1, 1916

Registration,	(see Note A),	\$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of \$2 will be made to members of the Tobacco Merchants Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar (\$1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars (\$2.00) will be made and so an additional charge of One Dollar (\$1.00) will be made for every ten (10) additional titles necessarily reported.

#### REGISTRATION

**JO-CAL:—47,057** (Trade-Mark Bureau of the Tobacco Merchants Association of the U. S.). For cigars. Registered December 4, 1944, by Paul Roseman Cigar Co., Red Lion, Pa.

#### TRANSFERRED REGISTRATIONS

**CUBAN CREST:—31,434** (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered March 3, 1906, by Louis E. Neuman & Co., New York, N. Y. Through mesne transfers acquired by National Cigar Stands Co., New York, N. Y. Transferred to Garcia Grande Cigars, Inc., New York, N. Y., on November 16, 1944. Re-transferred to Leo L. Eichen, on December 1, 1944.

**PROMINENCE:—20,977** (United States Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered February 24, 1899, by Joseph Weinrich, Dayton, Ohio. Transferred to American Box Supply Co., Detroit, Mich. Re-transferred to Nicholas Mimikos, Detroit, Mich., on November 9, 1944.

**PEDROSA:—11,881** (Tobacco Leaf Publishing Co.). For cigars, cigarettes and tobacco. Registered April 21, 1896, by W. W. Stewart, Newmantown, Pa. Transferred by Horace E. Stewart, successor to W. W. Stewart, the original registrant, to Mary B. Stewart and Horace Byler Stewart, on December 7, 1944.

#### Internal Revenue Collections for November

Source of Revenue	1944	1943
Cigars, including floor tax	\$ 3,563,462.78	\$ 2,623,516.02
Cigarettes, including floor taxes	71,982,279.90	85,149,849.43
Snuff	711,682.03	592,643.53
Tobacco, chewing and smoking	4,820,185.03	4,590,482.66
Cigarette papers, tubes and leaf dealer penalties	102,803.54	101,433.26

#### \*Manufactured Tobacco Produced by Classes

(As reported by the Bureau of Internal Revenue based on manufacturers' returns of production)

##### Month of October

Product	1944	Increase or Decrease Quantity	Per Cent.
Plug	5,365,182	+ 453,757	9.24
Twist	609,813	+ 95,307	15.52
Fine-cut Chewing	347,590	+ 86,587	19.94
Scrap Chewing	5,014,670	+ 383,308	8.28
Smoking	15,490,617	+ 80,271	.52
Snuff	3,808,835	+ 362,135	10.51
Total	30,636,707	+ 1,288,191	4.39

##### Ten Months Ending October 31st

Product	1944	Increase or Decrease Quantity	Per Cent.
Plug	51,192,916	+ 1,659,237	3.35
Twist	5,400,829	+ 118,900	2.25
Fine-cut Chewing	3,381,849	+ 397,350	10.51
Scrap Chewing	43,954,873	+ 1,695,269	4.01
Smoking	108,967,758	+ 24,529,926	18.37
Snuff	34,829,029	+ 1,166,897	3.24
Total	247,727,254	+ 22,620,767	8.37

\* The production figures are in pounds, and are subject to revision until published in the annual report of the Commissioner of Internal Revenue.

## TOBACCO TRADE ORGANIZATIONS

### TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES



JESSE A. BLOCH, Wheeling, W. Va. .... President  
WILLIAM BEST, New York, N. Y. .... Chairman Executive Committee  
ASA LEMLEIN, New York, N. Y. .... Treasurer  
CHARLES DUSHKIND, New York, N. Y. .... Counsel and Managing Director  
Headquarters, 341 Madison Ave., New York City

### CIGAR INSTITUTE OF AMERICA

ALBERT H. GREGG ..... President  
EVERETT MEYER ..... Vice President  
D. EMIL KLEIN ..... Treasurer  
SAMUEL BLUMBERG ..... Secretary  
H. W. McHOSE ..... Director  
Headquarters, 185 Madison Ave., New York City

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HENRY GUNST ..... Vice President  
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JOSEPH KOLODNY, 200-5th Ave., New York, N. Y. .... Executive Secretary

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WILLIAM A. HICKEY ..... Treasurer  
MALCOLM FLEISHER ..... Secretary  
SEIGFRIED F. HARTMAN ..... Counsel

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WALTER E. POPPER ..... Treasurer  
SAMUEL BLUMBERG ..... General Counsel  
Executive Committee: Alvaro M. Garcia (Ex-Officio), D. Emil Klein, Everett Meyer, Walter Popper, Arthur A. Schwartz and Harry Wurman.

### THE YORK COUNTY CIGAR MANUFACTURERS ASSOCIATION

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ARTHUR McGUIGAN, Red Lion, Pa. .... Vice President  
RUSSELL S. STINE, Red Lion, Pa. .... Secretary  
A. S. ZIEGLER, Red Lion, Pa. .... Treasurer

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FRANCISCO GONZALEZ ..... Vice President  
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### TOBACCO SALESMEN'S ASSOCIATION OF AMERICA, INC.

EDWARD W. ROSENTHAL ..... President  
HARRY ABRAMS ..... Treasurer  
LEO RIEDERS, 604 West 162nd Street, New York, N. Y. .... Secretary

## ANDERSON HEADS FAIR TRADE

John W. Anderson, president of The Anderson Company, Gary, Ind., was elected president of the American Fair Trade Council at that organization's annual meeting and conference on Fair Trade Practices, held on Friday, December 1st, in the Hotel Roosevelt, New York. Mr. Anderson, who is also president of the Motor and Equipment Manufacturers Association and secretary of the Automotive Council for War Production, succeeds John W. Scott, who was chosen a director. Mr. Scott is secretary of the Bissell Carpet Sweeper Company, Grand Rapids, Mich.

## CHEWING POPULAR AT FRONT

Vastly increased numbers of calls for chewing tobacco by American troops stationed on the Italian front have been noted by American Red Cross field men who attempt to bring the soldiers supplies they would not otherwise get.

Reason: Smoking is forbidden for those men within sight of enemy observation posts at night. The chewing tobacco fills in the gap.

The Tobacco World

# Lucky Strike Means Fine Tobacco...



"Boy, That's Tobacco!" Painted from life in the tobacco country by James Chapin.

## YES! Lucky Strike Means Fine Tobacco!

So Round, So Firm, So Fully Packed—  
So Free and Easy on the Draw...



Copyright 1941, The American Tobacco Company





# HILDEGARDE. GOING STRONG!

"**RALEIGH ROOM**," starring Hildegard, now one of the ten most popular shows in radio! (Tuesdays, NBC) Add to it Henny Youngman's comedy show, plus "People Are Funny" and B&W's extensive campaigns in leading newspapers and magazines—and what have you got? You have an all-out effort on our part to build good will for *you* among *your* customers, in spite of the cigarette shortage!

## ALSO ON THE AIR...



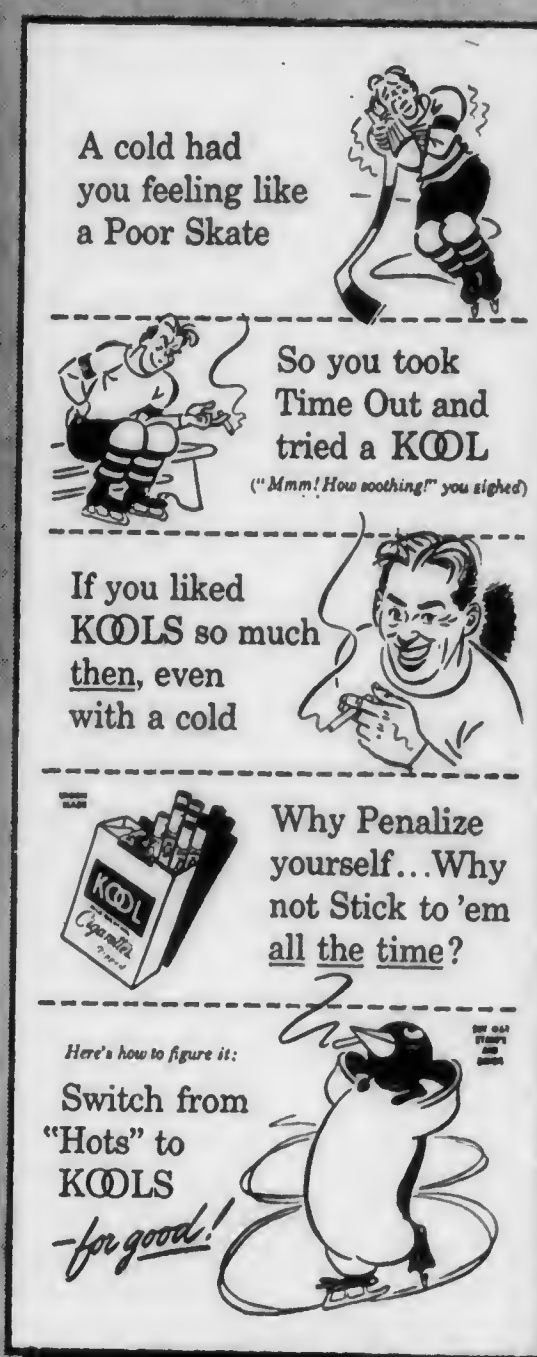
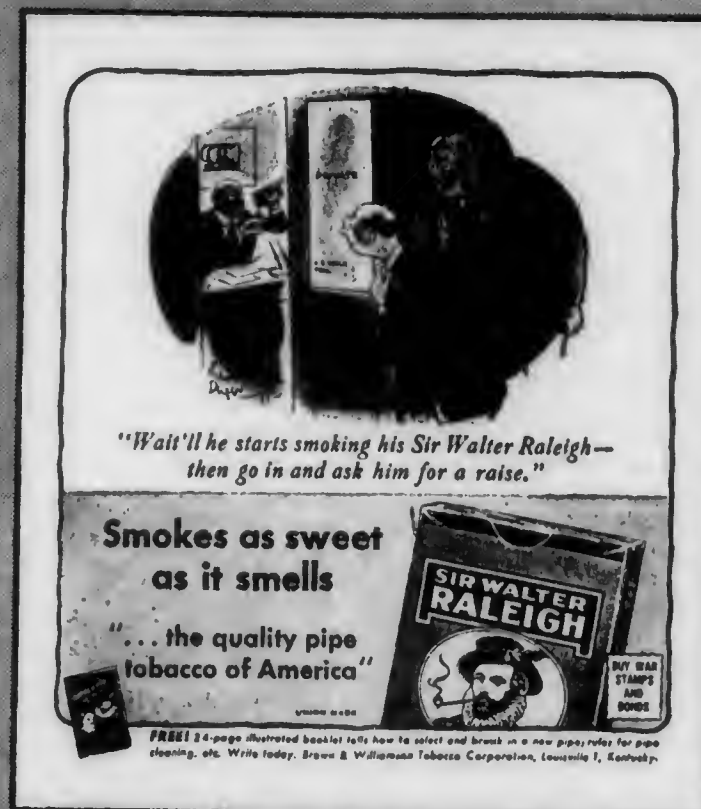
**HENNY  
YOUNGMAN**

Hilarious Henny and gorgeous movie star Carol Bruce are giving your customers plenty of laughs and songs every Wednesday night on NBC. And they're making plenty of new friends for Raleighs—for the future.

## "PEOPLE ARE FUNNY"

This half hour of fun and foolishness every Friday night (NBC) really has 'em rolling in the aisles. And it will help you roll up big sales once you have plenty of Raleighs on your shelves again!

## ...ALSO NEWSPAPERS AND MAGAZINES



# TOBACCO WORLD

## OUTPUT OF TAX-PAID TOBACCO PRODUCTS IN CALENDAR YEAR 1944

High-priced cigars (Classes D, E, F, G) 2,474,773,781, as compared to 1,283,823,126 in 1943, an increase of 1,190,950,655, or 92.77 per cent.

Low-priced cigars (Classes A, B, C) 2,311,353,046, as compared to 3,944,489,756, a decrease of 1,633,136,710, or 41.40 per cent.

Total cigars, 4,786,126,827, as compared to 5,228,312,882, a decline of 442,186,055, or 8.46 per cent.

Little cigars, 140,460,400, a gain of 9.85 per cent.

Cigarettes, 239,284,922,053, a loss of 7.16 per cent.

Large cigarettes, 26,984,858, a rise of 361.74 per cent.

Snuff, 42,034,909 pounds, a drop of 2.65 per cent.

Chewing and smoking tobacco, 251,783,089 pounds, a decrease of 4.07 per cent.

ESTABLISHED  
1881



Here you sit  
and in I walk and say  
*Your slippers and your  
Chesterfields, Sir*

And that's a mighty happy picture.  
Chesterfields never fail to fit in with your  
plans . . . to add to your pleasure.  
Chesterfield's exceptional Mildness, Better Taste  
and Coolness are built on the only foundation you  
can depend on in a cigarette . . .

RIGHT COMBINATION \* WORLD'S BEST TOBACCOS

# CHESTERFIELD

Copyright 1945, LIGGETT & MYERS TOBACCO CO.

HOBART B. HANKINS—Editor

Business Manager—B. S. PHILLIPS

# THE TOBACCO WORLD

Vol. 65

FEBRUARY 1945

No. 2

**W**HAT with the shortage of manpower, scarcity of merchandise and inability to replace worn-out equipment, the maintenance of efficient distribution service for the remainder of the war presents a problem of steadily increasing magnitude, it was pointed out by Joseph Kolodny at the January convention of the NATD in Chicago. In the process of fulfilling their function in the industrial economy of providing an uninterrupted flow of available goods to hundreds of thousands of retail merchants, he said, the year 1945 will bring distributors face to face with the stark reality of a real emergency. Despite all impediments and hardships, the whole tobacco trade, up to this year, has acquitted itself in exemplary fashion. From here on, however, the going is certain to become harder and tougher. It is appropriate that we examine the problem as a whole and adopt whatever measures may seem necessary and practicable.

**U**NLESS the unforeseen should happen, there is extremely little likelihood that we will be able to replace any of our auto equipment during 1945. It is essential to concentrate on the preservation of present equipment. It may be necessary to reduce the frequency of deliveries to customers. Reduce the frequency, if need be, but do not break the sequence of service.

**T**HERE is nothing on which to base a conclusion that the cigarette shortage will ease up in the early future. The situation therefore demands the exercise of sound but more ingenious judgment in order to attune our operations to a diminishing cigarette volume. We had hoped and expected too confidently that the European phase of the war would have terminated in victory by this time, and this circumstance would have contributed to the easing of the cigarette scarcity. We have been astonished by the grim realization that our hopes in this direction must be deferred for the time being. Thus we will doubtless find it necessary to continue apportioning cigarettes to our customers for a long period of time. What is the best plan of procedure? Obviously, the allocation of cigarettes on an individual brand basis is no longer practicable. The irregularity of shipments from the factories and the consumers' readiness to accept any brand they can get, renders the setting up of individual quotas for each brand wholly pointless and useless.

**T**HE following plan has proved satisfactory: Ascertain the number of cigarettes sold to each of your customers for a given period to be selected at your discretion. You alone can best determine the base period which will be fair to

customers. Apportion to each customer a specific percentage of his basic period purchases and advise him accordingly. Let us assume it is 50 per cent. Should your total receipts of cigarettes during certain periods permit you to increase your allotments to your customers, you simply add so many percentage points to your base quota. By the same token you might reduce your allocations, if it becomes necessary, to less than 50 per cent. One month you might ship 45 per cent., and the next month 55 per cent. By utilizing such a method you will serve all customers on a fair and judicious basis and also help maintain an even flow of cigarettes to all consumers in all areas. We must exert every effort to avoid maldistribution. That cannot help but injure our standing with the public.

**U**NDER all circumstances be honest with your customer. Nothing is gained by adding to irritation. See to it that your salesmen fully understand your policy. Do not allow any salesman to imply or infer that he can use his personal influence to secure more than a fair allocation to the customer. We owe every ounce of loyalty to all our customers and not to a customer.

**T**HIS is a logical and appropriate time to undertake a through territory survey. Ascertain the number and type of stores and catalogue them. Make careful preparation not only for a normal but for an aggressive resumption of service to your trade as soon as conditions permit. Establish, if only in blueprint form, the boundaries of your operations, the number of salesmen, the number of delivery trucks, the amount of capital you may need and the types and varieties of merchandise you propose to handle as soon as conditions warrant.

**W**HAT about the addition of new lines? The earnings of American consumers are at a very high level. More cash is available than there are goods to spend it for. It would seem, therefore, that this period provides an opportunity to market certain types of products which you might not ordinarily even consider. There is no fixed pattern but it is within the realm of good business to sell merchandise when there is a market for it. After all, if you are to maintain an organization and provide services, you need an income to defray the expense. However, don't go overboard on long profit and short quality merchandise. In every instance good business judgment must be the guidepost. Today the distributors receive many circulars and advertisements offering all types of outlandish products. If they are outlandish, leave them alone, regardless of the attractiveness of the potential profit.

The TOBACCO WORLD (est. 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; B. S. Phillips, Vice-President; John Cleary, Secretary. Office, 236 Chestnut Street, Philadelphia 6, Pa. Issued monthly. Subscriptions, available only to those engaged in the tobacco industry or trade, \$1.00 a year, 15 cents a copy; foreign, \$1.75 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.



# December Report of Tobacco Products

Product	Month of December			Increase or Decrease	
	1944	1943		Quantity	Per Cent.
Cigars:					
Class A—					
United States .....	3,367,380	19,894,924	—	16,527,544	83.07
Puerto Rico .....	.....	507,120	—	507,120	....
Total .....	3,367,380	20,402,044	—	17,034,664	83.49
Class B—					
United States .....	27,209,533	17,016,777	+	10,192,756	59.90
Puerto Rico .....	52,000	1,300	+	50,700	....
Total .....	27,261,533	17,018,077	+	10,243,456	60.19
Class C—					
United States .....	55,147,665	204,640,475	—	149,492,810	73.05
Puerto Rico .....	1,377,675	1,269,100	+	108,575	....
Total .....	56,525,340	205,909,575	—	149,384,235	72.55
Class D—					
United States .....	109,779,724	19,959,224	+	89,820,500	450.02
Puerto Rico .....	1,930,460	146,000	+	1,784,460	....
Total .....	111,710,184	20,105,224	+	91,604,960	455.63
Class E—					
United States .....	161,363,875	124,931,253	+	36,432,622	29.16
Puerto Rico .....	3,079,150	349,975	+	2,729,175	....
Total .....	164,443,025	125,281,228	+	39,161,797	31.26
Class F—					
United States .....	20,444,474	14,069,986	+	6,374,488	45.31
Puerto Rico .....	185,260	.....	+	185,260	....
Total .....	20,629,734	14,069,986	+	6,559,748	46.62
Class G—					
United States .....	18,186,235	3,345,105	+	14,841,130	443.67
Puerto Rico .....	39,050	.....	+	39,050	....
Total .....	18,225,285	3,345,105	+	14,880,180	444.83
Total All Classes:					
United States .....	395,498,886	403,857,744	—	8,358,858	2.07
Puerto Rico .....	6,663,595	2,273,495	+	4,390,100	....
Grand Total .....	402,162,481	406,131,239	—	3,968,758	.98
Little Cigars:					
All United States .....	7,213,813	10,849,333	—	5,635,520	33.51
Cigarettes:					
United States .....	17,826,169,900	22,799,080,585	—	4,972,910,685	21.81
Puerto Rico .....	1,014,540	1,050,800	—	36,260	....
Total .....	17,827,184,440	22,800,131,385	—	4,972,946,945	21.81
Large Cigarettes:					
United States .....	5,213,200	916,359	+	4,296,841	468.90
Puerto Rico .....	.....	.....	.....	.....	....
Total .....	5,213,200	916,359	+	4,296,841	468.90
Snuff (lbs.):					
All United States .....	3,455,358	3,849,454	—	394,096	10.24
Tobacco (Chewing and Smoking) lbs.:					
All United States .....	22,561,611	21,979,890	+	581,721	2.65

\* Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

# Report of Tobacco Products, Year 1944

Product	Calendar Year			Increase or Decrease	
	1944	1943		Quantity	Per Cent.
Cigars:					
Class A—					
United States .....	183,951,892	340,433,381	—	156,481,489	45.97
Puerto Rico .....	4,101,400	519,520	+	3,581,880	....
Total .....	188,053,292	340,952,901	—	152,899,609	44.84
Class B—					
United States .....	282,370,308	738,152,271	—	455,781,963	61.75
Puerto Rico .....	1,436,825	112,350	+	1,324,475	....
Total .....	283,807,133	738,264,621	—	454,457,488	61.56
Class C—					
United States .....	1,820,744,651	2,861,267,509	—	1,040,522,858	36.37
Puerto Rico .....	18,747,970	4,004,725	+	14,743,245	....
Total .....	1,839,492,621	2,865,272,234	—	1,025,779,613	35.80
Class D—					
United States .....	424,306,318	161,170,693	+	263,135,625	163.27
Puerto Rico .....	7,786,370	378,250	+	7,408,120	....
Total .....	432,092,688	161,548,943	+	270,543,745	167.47
Class E—					
United States .....	1,762,205,834	990,869,619	+	771,336,215	77.84
Puerto Rico .....	15,673,100	739,401	+	14,933,699	....
Total .....	1,777,878,934	991,609,020	+	786,269,914	79.29
Class F—					
United States .....	191,635,073	115,174,669	+	76,460,404	66.39
Puerto Rico .....	856,010	.....	+	856,010	....
Total .....	192,491,083	115,174,669	+	77,316,414	67.13
Class G—					
United States .....	72,062,026	15,490,494	+	56,571,532	365.20
Puerto Rico .....	249,050	.....	+	249,050	....
Total .....	72,311,076	15,490,494	+	56,820,582	366.81
Total All Classes:					
United States .....	4,737,276,102	5,222,558,636	—	485,282,534	9.29
Puerto Rico .....	48,850,725	5,754,246	+	43,096,479	....
Grand Total .....	4,786,126,827	5,228,312,882	—	442,186,055	8.46
Little Cigars:					
All United States .....	140,460,400	127,869,437	+	12,590,963	9.85
Cigarettes:					
United States .....	239,260,320,620	257,737,351,998	—	18,477,031,378	7.17
Puerto Rico .....	24,601,433	3,811,040	+	20,790,393	....
Total .....	239,284,922,053	257,741,163,038	—	18,456,240,985	7.16
Large Cigarettes:					
United States .....	26,984,858	5,842,934	+	21,141,924	361.84
Puerto Rico .....	.....	1,200	—	1,200	....
Total .....	26,984,858	5,844,134	+	21,140,724	361.74
Snuff (lbs.):					
All United States .....	42,034,909	43,180,636	—	1,145,727	2.65
Tobacco (Chewing and Smoking) lbs.:					
All United States .....	251,783,089	262,457,100	—	10,674,011	4.07

\* Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."



# Cigarettes and the Jobber

By JOSEPH KOLODNY

**D**ESPITE our reassurances that everything possible is being done to effectuate an equitable distribution of the available cigarette supply, the idea seems to prevail among millions of consumers that they are being deprived of cigarettes because of faulty retail and wholesale distribution. Of course, we don't manufacture cigarettes and cannot distribute any more than we receive from the producers. Likewise, the retailer cannot provide consumers any more than he receives. Still, we must take cognizance of the fact that the public is confused and bewildered. Smokers read in the papers, or hear on the radio, that about 60 per cent. of the total cigarette production is available for civilian consumption, yet they find the retailer's wall cases and cigarette slots bare and devoid of cigarettes.

This naturally provokes suspicion and doubt. Even if only 50 per cent. of cigarettes were available as compared with a year ago, then consumers who were accustomed to buy a package daily ought to be able to obtain a package every second day. Is it due to maldistribution? Is it due to hoarding? Is it due to "black marketing"?

As the principal artery of distribution to the retail outlets of the United States, we have a public obligation to (a) clarify the situation, (b) correct any maldistribution, (c) help eradicate "black market" practices if any exist.

The executive secretary of the NATD was recently summoned to appear before the Senate War Investigating Committee and his testimony before that Committee is a matter of public record. In our statement, we didn't confine ourselves to meaningless platitudes but we made definite recommendations as to how—in our opinion—an increased supply of cigarettes could be made available, and any maldistribution which exists could be measurably corrected. The mere fact that the Senate War Investigating Committee undertook this investigation is clear evidence that the maintenance of at least a reasonable supply of cigarettes to consumers is regarded as an important morale factor. It has long been conceded that tobacco products are essential to the comfort, solace and relaxation of thirty to forty million American cigarette smokers and, as such, have a vital bearing on the war effort.

Based on intimate knowledge and study of the problem, we know that the current cigarette shortage is not the result of any single circumstance but is the outgrowth of a combination of circumstances. However, a mere explanation of the causes of the shortage is not adequate to satisfy the public hunger for cigarettes and we cannot escape our responsibility to make whatever contribution lies within our power to reassure consumers that everything possible is being done to improve the situation.

We made several concrete recommendations to the Senate Committee.

First, we urged that the War Manpower Commission, with the approval of the Army and Navy, grant a rating of essentiality to the manufacture and distribution of cigarettes. We pointed out that while the Government rated the growing of leaf tobacco essential, it didn't apply a similar classification to either the manufacture or distribution of cigarettes. We de-

clared that it was wholly inconsistent to designate the raw material as vital to the nation's welfare and yet deny manufacturers sufficient manpower to produce and make available cigarettes to retail outlets. In order to avoid any criticism on the ground that the additional labor required might be withdrawn from war industries, we stressed the fact that the type of female labor employed in the cigarette factories in the South cannot well be utilized in plants making heavy munitions or ordnance.

As a further step, we advocated that the Office of Price Administration ascertain to what extent distributors' services to retailers have been curtailed or discontinued as a result of freezing wholesale prices at the March, 1942, levels. We frankly admitted that, because of the price squeeze, many distributors had found it unprofitable to continue supplying a portion of their retail customers and that a very slight adjustment, which would have no effect on the price of cigarettes to consumers, would tend to widen cigarette distribution.

In dealing with price, supply and demand, we cannot ignore basic economic factors and forces. Regardless of the morality of a situation, the economic factors are not always controllable. For evidence of the accuracy of this statement, we only need glance back a year or two at certain conditions existing in the wholesale tobacco trade. Whatever the reason or excuse may have been, a large percentage of cigarettes both at the wholesale and retail levels, has been sold at prices which in many instances have not permitted the recovery of more than a small portion of the wholesale or retail cost of operation. You may condone or condemn this sort of business practice, but that doesn't change the picture. Throughout the country large retailers, so-called sub-jobbers and vending machine operators who do not enjoy direct buying privileges, have been able, in the past, to secure their cigarette requirements in most instances at prices only an infinitesimal fraction above net cost. Paradoxical as it seems, when merchandise was abundant there was keen competition among distributors for this business, and a large number of retail merchants have relied upon sub-jobbers for at least a portion of their cigarette requirements.

When cigarettes became scarce and the distributor's prices were frozen at his March, 1942, level, he began gradually to abandon that type of business with the unfortunate result that (a) the sub-jobber's existence has become precarious; (b) the vending machine operators who have been accustomed to obtain their supplies from distributors have been placed in jeopardy; (c) the large retailer who enjoyed preferential treatment is now obliged to seek cigarettes from other sources, always at much higher prices than he previously paid.

These are the concomitants of a seller's market. We either ignore them and suffer the consequences or we resolve to deal with them realistically. We foresaw this inexorable development as far back as May, 1943, when we petitioned the OPA for a public hearing, at which we advocated the establishment of maximum dollar-and-cents prices on cigarettes. While we

(Continued on Page 12)

The Tobacco World



R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

## FIRST in the Service

With men in the Army, Navy, Marines, and the Coast Guard, the favorite cigarette is Camel. (Based on actual sales records.)



IT MAY NOT seem such a big item, but to millions of men in foxholes and jungles thousands of miles away a Camel cigarette is "like a taste of home."

For Camels, with the full, round flavor of matchlessly blended costlier tobaccos, are always a treat to the taste. No matter how much you smoke, Camels never wear out their welcome.

Try Camels on *your* taste. Try Camel's mildness and coolness on *your* throat. Try Camels on your "T-Zone"—that's T for Taste and T for Throat. See if you don't agree with so many other smokers who say, "Camels suit me to a 'T.'"

# Camels

**COSTLIER  
TOBACCOS**

February, 1945



# LORILLARD'S POPULAR LEADERS



Enjoy a pleasing  
Cigarette!

## Old Gold

A superb blend of  
many choice tobaccos.



Apple "Honey"  
helps guard O. Gs.  
from Cigarette Dryness!

Lorillard Company America's oldest tobacco merchants—Established 1760

## OUR HIGH-GRADE NON-EVAPORATING CIGAR FLAVORS

Make tobacco mellow and smooth in character  
and impart a most palatable flavor

## FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS  
FRIES & BRO., 92 Reade Street, New York

## CIGAR BOXES

Tel. Algonquin 4-9532 Established 1875



## RTDA NEWS LETTER

**T**HE cigarette shortage has been a matter of grave concern to your National Association for many months. We have given a great deal of thought trying to arrive at a solution of this problem and have come to the conclusion that for the duration of the war, cigarettes will not be available in quantities sufficient to meet consumer demand. Consequently, if we cannot secure an increased production of cigarettes, we must adjust to doing business with today's supplies and the problem becomes one of insuring equitable distribution.

The recent cigarette rationing plan advanced by the National Association of Tobacco Distributors in Chicago, promises no relief. Issuance of rationing cards by retailers to customers presents many unworkable aspects:

1. There is no way of insuring that the "chiseler" will not hold two or three ration cards from a like number of retail outlets. Recently, Chester Bowles himself admitted that as far as OPA was concerned, cigarette rationing presented too great an enforcement problem to warrant its inception.

2. It is not practical for adoption by chain stores either drug, grocery, or tobacco outlets whose trade is almost entirely transient. Independent retail stores in large cities also believe they will find it unworkable, according to information received by us from retailers throughout the country. We would recommend that any retailer who feels that he can use the card system to advantage, give it a fair trial, as in some sections of the country, particularly in small communities, it may be feasible.

3. Once you give your customer a ration card, you are in effect giving him a promise that you will supply him with cigarettes. If the weekly cigarette quota was known to the retailer in advance, it might be possible to adopt a card rationing system that would not incur consumer resentment. However, your quota from the jobber fluctuates from week to week.

The jobbers proposed a plan that would affect the conduct of the retail tobacco dealer with his customer. It leads the public to assume that the retail dealer has failed to fairly ration cigarettes, whereas, we know that retailers have done an excellent job of spreading their available supplies as far as possible. The publicity given to the rationing plan has had the immediate disadvantageous effect of creating a "run" on retail tobacco establishments, which further aggravates the retailer's problem of distribution to the consumer.

What NATD should have devised is a plan that would aid the wholesale distributor to more equitably allocate his cigarette allotment to the retail dealer.

Recently, this office has been approached by War Production Board who have urged us to present to you how seriously every bit of waste paper is needed for the war effort.

Won't you take the trouble to make arrangements, either with your building superintendent, a waste paper dealer, or a member of your local salvage committee, to see that your waste is collected and salvaged.

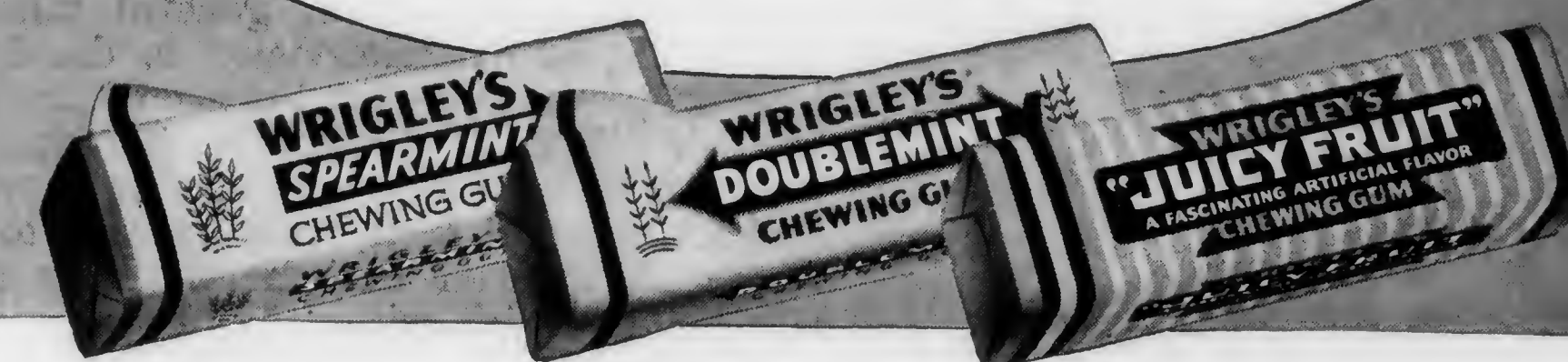
Every scrap of paper is needed to help win the scrap.

## PLAN FOR FATHER'S DAY

W. Arthur Cullman, assistant to the president of Benson & Hedges, and Father's Day Council chairman for the tobacco industry, officially dedicated the Father Bond Drive Poster at the offices of his company at Fifth Avenue, New York. "All stores that sell tobacco products and all manufacturers who make and distribute them, are urged to support the 1945 Father Bond Drive campaign of the U. S. Treasury," said Mr. Cullman. "There will of course be gifts of whatever tobacco products are available, around Father's Day, June 17. But all of us in the industry state without hesitation that the gift of a War Bond to Father is the Number 1 choice for this year's Father's Day."

The Tobacco World

# Keeping You Posted on Wrigley Standard Brands of Chewing Gum



**S**ince last May, as you know, our entire production of Wrigley Standard Brands has been going to our Armed Forces overseas. This has been necessary because of our rapidly decreasing stocks of pre-war quality materials.

We have maintained the famous, uniform quality of these brands—but we have had to use up all of our pre-war materials to do so. Therefore, it will be necessary for us to stop making Wrigley Standard Brands even for the Armed Forces.

But, as you know, we are making a *wartime* brand of chewing gum out of the best materials now available. It is good chewing gum—and we are working to make it better and better. However, until our new materials have been tested and proved over a period of time, the chewing gum we make will not carry the standard Wrigley labels, which have always been a guarantee of uniform, finest quality.

We will make the best chewing gum it is possible to make under present conditions and it will help take care of both civilian and military needs.

Again we want to thank you—the Retailers and Wholesalers of America—for your friendly understanding of our wartime problems, and for your support.

Wm. Wrigley Jr. Company

Z-115

February, 1945



## "Fun with Fay" a Television Hit



Little Eve Jordan who played the role of "Bit-O-Honey" in the Schutter Candy Company's initial television program, "Fun with Fay," presented over DuMont television station WABD, presents the advertised products to the two stars of the program, Frank Fay, of the Broadway hit, "Harvey," and vivacious Betty Kean, singing and dancing artist of the show.

**S**UNDAY, January 7, was a memorable day in the history of television programming. For that was the day when Frank Fay made his debut over DuMont television station WABD as star of the Schutter Candy Company program, "Fun with Fay." The program, advertising Old Nick and Bit-O-Honey candy bars, was started with little more than a carefully planned commercial, a general setting, the support of the delightful comedienne, Betty Kean, and Frank Fay's sparkling wit. There was only the sketchiest of rehearsals, in which the program was roughed out an hour before the program was actually broadcast.

Officials of the two advertising agencies representing Schutter in producing the program, Westheimer & Co. and Kaplan, Siesel & Bruck, explained their novel approach to the medium: "Television and Frank Fay have one virtue in common. That's spontaneity. Were we to weaken the program with carefully planned, studied program material, much of the fresh and lively effect of this characteristic would be dissipated. Therefore we entrusted the pacing and planning of the program entirely to the skilled show-

manship of Mr. Fay. The results spoke for themselves."

Mr. Fay, star of the Broadway success, "Harvey," adapted many of his famed vaudeville and night club routines to television with particularly salubrious results. His whimsical parodies of popular songs drew particularly hearty response from the large audience which packed the WABD viewing rooms.

Commercial portions were carefully bridged into the program. They sustained full audience attention with a song and dance number, especially written for the show, describing the virtues of Bit-O-Honey. Two characters, a veteran radio star and a cute little blonde girl, respectively represented the two products advertised, Old Nick and Bit-O-Honey.

The setting designed by Edna Gamble for the program depicted a street scene and a candy store. Mrs. Gamble is the wife of Bud Gamble, president of the Television Producers Association, who directed the show.

Samuel H. Cuff, general manager of station WABD, said: "Television is deeply in the debt of such pioneers as the Schutter Candy Company. By their foresight in exploring the medium of television, these advertisers are rendering a priceless service to both our and their industry and, to an even greater extent, to their customers. They are developing a medium which will not only acquaint the consumer with the name of a product, but which will actually familiarize that consumer with the package and the quality of the goods so that all the retailer needs do is display the merchandise. It sells itself."

### LAST WORD IN PIPES—FOR LADIES

At last the pipe manufacturers have come to the rescue of the poor male who objects to lipstick stains on the bit of his favorite pipe.

As befits their gender, these feminine models are dainty, shapely and sweet. However, they're as carefully made as their masculine counterparts—of genuine imported briar, with 14-carat gold or sterling silver bands and solid rubber mouthpiece. Light and perfectly balanced, they're guaranteed to give the fair sex the same smoking satisfaction their menfolks have come to expect of their pipes.

Representatives of L. & H. Stern, Inc., makers of LHS Pipes, report a tremendous increase in interest in ladies' pipes since the cigarette shortage became acute. However, because these graceful, sweet-smoking pipes can stand on their own merits, they believe that women will continue to smoke them even when a full cigarette case is again a familiar sight.

### RIEDEL FIELD SECRETARY

John W. Riedell has been appointed field secretary of the American Fair Trade Council, New York, according to an announcement by John W. Anderson, president of the organization. He was formerly on the staff of the American Management Association, prior to which he was connected with the Compensation Insurance Rating Board.

## KING EDWARD

A NAME IMPORTANT TO YOU,  
YOUR SALES-YOUR PROFITS

Because of its Unparalleled National Sales Record  
America's Most Popular Cigar

JNO. H. SWISHER & SON, INC.

Cigar Manufacturers  
JACKSONVILLE, FLORIDA



### WRIGLEY'S WARTIME POLICY

**C**ONSUMPTION of chewing gum by the boys on the fighting fronts overseas has been so heavy that stocks of pre-war gum base are running out fast, the Wm. Wrigley Jr. Company has disclosed. Now that these pre-war materials are almost entirely used up, the company explains, it will probably not be able to make any more gum that it considers uniform enough to carry the Wrigley trademarks. Since last May Wrigley's Spearmint, Doublemint and "Juicy Fruit" have been available only for shipment overseas to the United States Army, Navy and Merchant Marine. At that time the company cut production of their standard brands in order to maintain quality, and since there was not enough available for fair distribution on the home market, the remaining output was turned over to the armed forces.

"The Wrigley trade-marks," explains Philip K. Wrigley, chairman of the board, "mean guaranteed quality. It has taken fifty years of experience to build our reputation for high quality and we will not put our well-known names on any product that can't be guaranteed."

"When we have used up our pre-war materials we will have to change the formula for our chewing gum. We will continue to make pure, wholesome gum, good gum, but what we will be able to make for awhile at least is frankly not uniform enough to carry any of the familiar Wrigley trade-marks. The new formulas must be thoroughly tested before they can live up to the labels which have always been used only on products that have proved themselves through years of

experience. And experience can be obtained only through actual production.

"We hope in the not too distant future to be able to make a quality product worthy of the Wrigley name. We are making constant tests and experiments and are establishing new sources of materials. Good chewing gum is made from a blend of fine ingredients and we already have developed formulas that are satisfactory but are not quite up to the standards set for the familiar Wrigley trade-marks. These formulas are being constantly improved."

"When we do have a product which we are sure we can guarantee to be of the finest quality," Mr. Wrigley promises, "we will put it out in Wrigley standard brands and flavors."

### PHILIP MORRIS NEW STOCK

**P**HILIP MORRIS & CO. LTD., INC., announces that its registration statement covering 199,847 shares of cumulative preferred stock, par value \$100 per share, became effective January 16th. The new preferred stock, which will bear dividends at the rate of 4 per cent. per annum, is being offered, subject to the preemptive rights of common stockholders, to holders of the company's presently outstanding cumulative preferred stock, 4½ per cent. series and 4¼ per cent. series, on a share for share basis, with certain cash adjustments. The exchange offer provides for the payment by the company of \$1.50 per share with respect to each exchanged share of old 4½ per cent. preferred stock, which amount rep-



resents the difference between the call price of \$107 per share and the offering price of the new preferred stock of \$105.50 per share, and in the case of the 4¼ per cent. series, provision is made for the payment by the exchanging stockholder of \$1.50 per share which represents the difference between the call price of \$104 per share for the 4¼ per cent. series and the offering price of the new stock.

The company issued subscription warrants to common stockholders giving them the right to purchase, at \$105.50 per share, one share of new preferred stock for each five shares of common stock held of record as of the close of business on January 16, 1945. The subscription warrants and the exchange offer were mailed to stockholders yesterday and the offering to both common and preferred stockholders expire at 3:00 P. M. on January 29, 1945.

The net proceeds from the sale of the shares of new preferred stock not issued in exchange for old preferred stock will, to the extent necessary, be used for the redemption of the old preferred stock not exchanged, and any balance remaining will be added to the general working capital of the company. The old preferred stock not exchanged is to be redeemed on or about March 5, 1945.

Dividends will accrue on the new preferred stock from February 1, 1945. Provision is made for an annual sinking fund, beginning with the fiscal year commencing April 1, 1945, sufficient to redeem 1 per cent. of the maximum number of shares of new preferred stock theretofore issued at the sinking fund redemption price of \$105.50 per share.

The new preferred stock is redeemable, otherwise than through the sinking fund, at \$108.50 per share if redeemed on or before February 1, 1949; and thereafter at a price which decreases gradually until the redemption price is equal to the public offering price of \$105.50 per share.

The company has applied for listing the new preferred stock on the New York Stock Exchange.

#### CIGARETTES AND THE JOBBER

(Continued from Page 6)

do not profess to be clairvoyants, it is interesting to note that we accurately predicted the present dislocation and confusion.

The OPA Tobacco Wholesalers' Industry Advisory Committee was officially formalized about two months ago. One of the first acts of the Committee was to renew our previous recommendation for the establishment of specific, reasonable and modest dollar-and-cents ceiling prices. In formulating its recommendations, the Committee took full heed of the requirements of the Price Control Act and was guided by the traditional and historic price policies of the trade. We do not hesitate to assert at this time that unless early action is taken by the OPA, the present situation will become much more acute and perhaps intolerable.

The next step we advocated was that manufacturers restudy their present methods of allocating quotas to distributors and make such revisions as are necessary to adjust them according to population shifts in and out of defense areas and army commands. There has been evidence that cigarettes have been more plentiful in some areas than in others due to the absence of allowances for increases or decreases in population.

The War Food Administration periodically issues an authoritative survey indicating shifts in population. These statistics, which are utilized by numerous Government agencies, are public property and accessible to anyone. It is true that the task of adjusting and rearranging quotas involves considerable extra book-keeping. It is also true that, while the distributors who are granted larger allotments on the basis of increased population will be elated and gratified and those whose quotas are reduced because of shrinkage of population naturally will be displeased. However, if the principle of equity is to prevail, then bookkeeping difficulties ought not be considered an insurmountable obstacle and, likewise, no distributor can claim discrimination if all quotas are determined on the scientific basis of the population of each given area.

Then we have a disturbing situation where many firms in the past have been engaged in both wholesaling and retailing. In many instances, these firms have discontinued their wholesale business and are diverting their entire receipts of cigarettes to their retail outlets. This is a most palpable inequity, as it is obviously unfair to continue shipping these firms on the basis of their purchases at the time when they were engaged in both wholesaling and retailing.

We also urged that the War Food Administration authorize a substantial increase in tobacco acreage for 1945. As is well known, the NATD has taken an intensely active part in trying to obtain adequate supplies of leaf tobacco. The attitude of the War Food Administration has been extremely cautious and conservative. In our opinion, not enough allowance has been made for the vastly increased demand for leaf tobacco both at home and abroad. We don't believe the official statistics of the Department of Agriculture can be interpreted even by a confirmed optimist as indicating that the supply of tobacco is sufficient. It is our studied conclusion that an increase of 35 per cent., especially in the production of flue-cured tobacco, will be necessary for 1945 and for several succeeding crops before manufacturers will be able to place enough leaf tobacco in their inventories to assure the maintenance of quality and a high rate of production. It is true that we had a very large and satisfactory crop of both flue-cured and burley leaf in 1944, and we feel the NATD can modestly claim a part of the credit for that. However, that tobacco must be aged and cannot be used for immediate production. The tobacco farmers, with whom we have been in close contact for the past year, have shown themselves willing and eager to grow as much tobacco as the market can absorb at fair prices.

The vast majority of tobacco growers regard the control of tobacco acreage by the Department of Agriculture as essential to their welfare. We have told the farmers—and we repeat it here—that we are unequivocally opposed and will not become a party to any movement designed to remove Government control of flue-cured and burley tobacco. The growers have demonstrated to our satisfaction that regulation has had the effect of elevating the economic and social status of the tobacco farming community and we would indeed be short-sighted should we fail to realize that if our industrial economy is to be maintained on a prosperous basis, farmers must likewise continue to enjoy a comparable degree of prosperity.

Several months ago—brushing aside all tradition—we sponsored a very successful all-day conference at Raleigh, N. C., with the representatives of all the tobacco farm organizations in Virginia, North Carolina, South Carolina and Georgia. In exchanging views, we

found much in common. For our part, we acquired a much more intimate grasp of the tobacco farmer's problems and they in turn familiarized themselves with the problems of a distributor. We are satisfied that Government crop control is sufficiently elastic to produce—at fair prices—any quantity of tobacco which may be needed for the continued expansion of the cigarette industry. But while we have no dispute whatever with the basic purposes of crop control, we do take exception to the size of the quotas authorized by the War Food Administration.

The War Food Administration has authorized an increase of only 7 per cent. in the 1945 crop. We don't consider this adequate and we shall continue our efforts to have the quotas further increased. In doing so, we are looking farther ahead than 1945 or even 1946. We envision an annual cigarette consumption of perhaps 400 billions in the post-war years and, in order to meet this huge potential future demand, manufacturers must be given the opportunity to vastly increase their inventories of tobacco leaf for ageing purposes.

The over-all production of cigarettes for 1944 is placed at approximately 330 billions, including those shipped overseas for our armed forces. Do you realize, gentlemen, that that is nearly three times the total national consumption only 15 years ago?

(Concluded next month)

#### ECUSTA'S FIFTH ANNIVERSARY

By Bill Sharpe

**S**MOKERS inclined to grumble a bit because they can't always get their favorite cigarettes, might more logically join in an obscure little fifth anniversary celebration going on here on the banks of the Davidson River. Because without some shrewd foresight, or luck, or something, which established the Ecusta (cigarette) Paper Plant, you probably wouldn't be smoking a cigarette at all—at least, not one rolled in a thin, tasteless paper.

When the Nazis marched into Poland, 90 per cent. of the cigarette paper used in this country was being imported from France. But, meantime, Harry H. Straus, who helped develop the French industry, had been hunting for pure, chemically free water in this country. His search ended on the banks of the Davidson River, which comes tumbling out of Pisgah National Forest. Happily, it was also located near the center of tobacco manufacturing.

February, 1945

The Tobacco World



When they step up to your counter, be sure they—

# Make a date with MODEL



SMELLS BETTER IN THE POUCH—  
SMOKES BETTER IN YOUR PIPE

United States Tobacco Company  
New York • Chicago • Nashville • Richmond • San Francisco

#### SPRUCE LUMBER

for CIGAR BOXES

It's Brighter - for the Eye  
It's Lighter - for Shipping  
It's Better - for the Cigars

SPECIFY SPRUCE

Uptegrove Lumber Co.

Cigar Box Lumber for 72 years

15 Washington St.

Newark, N. J.

Established 1886

"BEST OF THE BEST"

VERY

OPTIMO  
CIGARS

MILD

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

## AUTOKRAFT CIGAR BOXES

Boite Nature  
Cedar Chests

Novelty  
Wrapped

Are Outstanding In  
Quality-Design-Cost

**AUTOKRAFT BOX CORP.**

Lima, Ohio  
Chicago, Ill.  
Detroit, Mich.

Hellam, Pa.

Hanover, Pa.  
Philadelphia, Pa.  
Wheeling, W. Va.



## Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

### Schedule of Rates for Trade-Mark Services Effective April 1, 1916

Registration,	(see Note A),	\$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of \$2 will be made to members of the Tobacco Merchants Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar (\$1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars (\$2.00) will be made and so an additional charge of One Dollar (\$1.00) will be made for every ten (10) additional titles necessarily reported.

### TRANSFERRED REGISTRATIONS

**DULCE**—15,229 (United States Patent Office). For cigars. Registered July 5, 1910, by Salvador Sanchez y Ca, Tampa, Fla. Through mesne transfers acquired by F. W. Sommerfeld, Miami, Fla. Re-transferred to Jose Valdes, Miami, Fla., on January 5, 1943.

**BRETTON HALL**—257,793 (United States Patent Office). For cigars, cheroots, and little cigars. Registered by F. W. Sommerfeld, Tampa, Fla., on June 18, 1929. 45,313 (Trade-Mark Bureau of the Tobacco Merchants Ass'n. of the U. S.). For cigars, cigarettes, and cheroots. Registered on September 22, 1928, by F. W. Sommerfeld, Tampa, Fla. Both registrations transferred to Jose Valdes, Miami, Fla., on January 5, 1943.

### \* Manufactured Tobacco Produced by Classes

(As reported by the Bureau of Internal Revenue based on manufacturers' returns of production)

Product	1944	Increase or Decrease	
		Quantity	Per Cent.
Plug	5,687,205	+ 607,263	11.95
Twist	566,641	+ 37,090	7.00
Fine-cut Chewing	370,628	— 10,092	2.65
Scrap Chewing	4,720,304	— 132,070	2.72
Smoking	16,973,140	+ 864,756	5.37
Snuff	3,849,754	+ 389,316	11.25
Total	32,167,672	+ 1,756,263	5.78

### Eleven Months Ending November 30th

Product	1944	Increase or Decrease	
		Quantity	Per Cent.
Plug	56,880,121	+ 2,266,500	4.15
Twist	5,967,470	+ 155,990	2.68
Fine-cut Chewing	3,752,477	— 407,442	9.79
Scrap Chewing	48,675,177	+ 1,563,199	3.32
Smoking	125,940,898	— 23,665,170	15.82
Snuff	38,678,783	— 777,581	1.97
Total	279,894,926	— 20,864,504	6.94

\* The production figures are in pounds, and are subject to revision until published in the annual report of the Commissioner of Internal Revenue.

In August, 1939, the first cigarette paper was made in the new plant, and it was just in time. Subsequent expansion of the original plant has made American smokers virtually free of paper imports. The paper is now used to wrap Camels, Chesterfields, Philip Morris, Old Gold, Lucky Strikes and many other well-known brands.

In saving the tobacco industry from a fate worse than death—and by a pretty terrifying margin—the infant industry had to solve many technical problems. Cigarette paper must be pure white and opaque; completely tasteless—directly and when burning; must burn at the same rate as the tobacco; must be thinner than the diameter of human hair, yet elastic and strong; must not stick to the lip, yet must be sufficiently moisture resistant so the cigarette will not become soggy.

As early as 1934, experiments with flax had been started in South Carolina. Now native flax is flowing

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to Ecusta and turning out what President Straus says is a product superior to that formerly imported from France.

The use of flax also has created a source of income for farmers to whom it was a waste product. In some sections flax had been such a nuisance that farmers paid \$1.50 an acre to have it removed. Much of Ecusta's flax comes from Minnesota and California. A year's supply is now in storage. The industry has brought 1500 jobs into this mountain community, with an annual payroll of more than \$2,500,000.

Its production figures are something to make you blink your eyes, so astronomical is the cigarette business.

One bobbin of paper will make 85,000 cigarettes, and Ecusta's capacity is 20,000 bobbins a day. That adds up to 1,700,000,000 cigarettes, and U. S. consumption currently is only around 257 billion a year. (Straus notes per capita consumption of cigarettes in U. S. is 30 to 40 per cent. below English consumption.) To make these cigarettes, the plant has a filtering capacity of 25,000,000 gallons of water a day.

In addition to making paper for manufacturers, the plant also turns out the paper in packages for Makin's fans, as well as a high quality writing paper.



# HILDEGARDE. GOING STRONG!

"RALEIGH ROOM," starring Hildegarde, now one of the ten most popular shows in radio! (Tuesdays, NBC) Add to it Henny Youngman's comedy show, plus "People Are Funny" plus space advertising in magazines—and what have you got? You have an all-out effort on our part to build good will for you among your customers, in spite of the cigarette shortage!

## ALSO ON THE AIR...



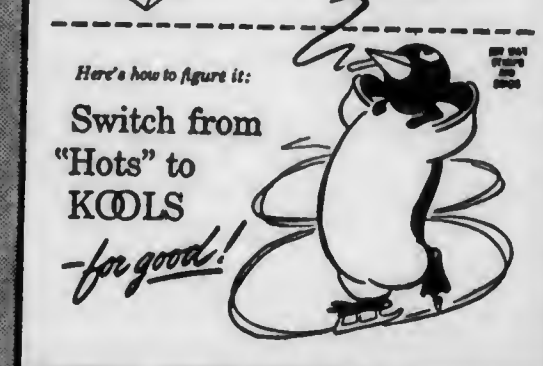
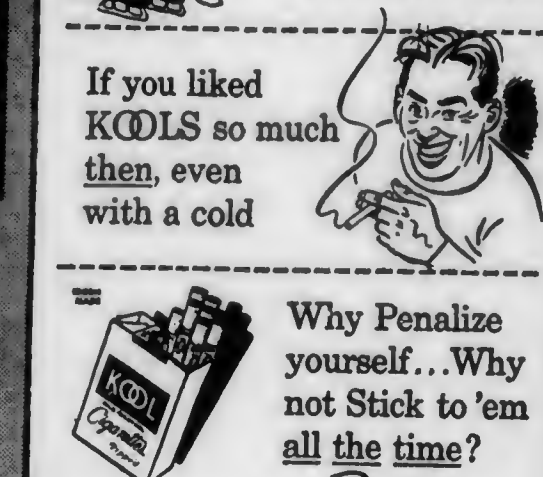
**HENNY  
YOUNGMAN**

Hilarious Henny and gorgeous movie star Carol Bruce are giving your customers plenty of laughs and songs every Wednesday night on NBC. And they're making plenty of new friends for Raleighs—for the future.

**"PEOPLE  
ARE FUNNY"**

This half hour of fun and foolishness every Friday night (NBC) really has 'em rolling in the aisles. And it will help you roll up big sales once you have plenty of Raleighs on your shelves again!

## ...ALSO NEWSPAPERS AND MAGAZINES





# A SPARKLING NEW WHITE OWL



Starring

*Earl Wilson*



Earl Wilson, whose daily Broadway column, "It Happened Last Night," is syndicated from coast to coast, heads the line-up on the new quarter-hour White Owl radio program. On the air he features his own original brand of gossip and a refreshing interviewing technique that have won him acclaim as the best news columnist to hit Broadway in the last fifteen years. Last Spring, Wilson won the National Headliners Award as "the year's best domestic columnist for his interesting new style of writing." His breezy, friendly radio delivery promises him equal recognition on the air. He will broadcast every Sunday from 10:00 to 10:15 P. M., E. W. T.



*Paul Douglas*

Paul Douglas, Earl Wilson's fast-talking colleague on the new White Owl program, is a radio veteran of long standing. Though Douglas aspired to be a legitimate actor, a natural ability for radio drew him to the microphone in 1929. Since then he has appeared as master of ceremonies and announcer on many of radio's top programs. Douglas' nationally famous voice will add new interest and authority to the White Owl commercials.

*Famous Guest Stars*

Every week on the new White Owl program, Earl Wilson will present as his guest a nationally famous personality. Glamorous stars of Broadway and Hollywood, top-flight radio comedians, the people America reads about and talks about will appear on the program every Sunday.

Listeners will feel as though they were meeting these great entertainers in person. They'll find out what these famous people are really like when they hear Earl Wilson "get down to cases" in a famous Wilson interview.

**MUTUAL NETWORK — EVERY SUNDAY — 10:00 P. M., E. W. T.**

MARCH  
1945

# TOBACCO WORLD

## CIGARS START YEAR WITH UPWARD CLIMB

The absolute low point in civilian cigar production has been touched, and the pendulum has begun to swing in the direction of gains, instead of losses.

This is evidenced by the comparative data of tax-paid tobacco products for January, analyzed by the statisticians of the Tobacco Merchants Association of the United States.

All classes of cigars totaled 387,427,982, as compared to 366,957,531, an increase of 20,470,451, or 5.58 per cent.

Little cigars gained 5.64 per cent.

On the other hand, cigarettes showed an infinitesimal drop of 0.19 per cent. The large cigarette increase was an astronomical 947.54 per cent.

Snuff declined 2.64 per cent.; chewing and smoking tobacco rose 18.26 per cent.

ESTABLISHED  
1881



**GRANGER**  
MILD AND COOL

GRANGER  
PIPE TOBACCO  
ROUGH CUT  
LIGGETT & MYERS TOBACCO CO.

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HOBART B. HANKINS—Editor

Business Manager—B. S. PHILLIPS

# THE TOBACCO WORLD

Vol. 65

MARCH 1945

No. 3

**C**ARL AVERY WERNER has passed away, and there is lost to the world a writer of honest convictions, a publisher of fine spirit, a man of high character. The loss is not confined to his associates on *The Tobacco Leaf*, of which he was editor for the last forty-six years and publisher for the last six, nor even to the field of tobacco trade paper publishing, in which he shone brilliantly. He will be sorely missed by the entire tobacco industry and trade and by the entire business magazine publishing field. Editor Werner died February 18th after a long illness. Funeral services were held February 21st in Brooklyn, and the body was taken to Ogdensburg, New York, for interment in the family plot. Surviving are his son, Paul A. Werner, of the Duane Jones Advertising Agency, and his daughter, Mrs. Camilla Jefferies, wife of Major James S. Jefferies, of the United States Army, as well as two sisters, Mrs. A. H. Standley and Mrs. J. A. Olson, Downingtown, Pa. Mr. Werner was born in Watertown, N. Y., in 1873. After three years on the local newspaper he went to New York and served a year in daily newspaper work before joining the staff of *The Tobacco Leaf*, of which he became editor a year later. He had been inactive since suffering a heart attack last May. Requiescat in pace!

**D**OMESTIC prices of all types of tobacco have increased sharply since the beginning of the war and most types during the current season have sold at record or near record levels. The high level of domestic consumption of tobacco products, particularly cigarettes, and increased shipments to the armed forces overseas have been the major factors in the strong demand for cigarette tobacco. The high prices of dark tobacco are largely accounted for by increased demand for tobacco products manufactured from dark types, reduced production, and the expectation of an increase in exports to continental Europe as additional countries are liberated.

**T**HE over-all consumption of tobacco products in this country is continuing at an exceptionally high rate, although it appears to have reached a peak for the war period. The tobacco industry is now experiencing serious difficulties in further expanding production, a situation which may continue to prevail as long as the war in Europe continues. In the case of cigarettes, which account for a large proportion of the total production and consumption of tobacco products, it is believed that production cannot be materially increased unless more labor and machinery, and, in some instances, more leaf tobacco, are made available to manufacturers. The over-all stocks of leaf tobacco appear adequate to maintain the present high level of cigarette production. Supplies of

manufacturers, however, appear to be low. The increase in over-all production of tobacco products since the beginning of the war is largely in cigarettes, since smoking tobacco and cigars have declined. Although the industry has not been able to meet in full the extraordinary demands placed upon it in recent months, manufacturers, faced with serious production problems, have been able almost to double the output of cigarettes since 1939.

**W**HILE it is likely that after VE-Day the labor situation and other conditions may permit some further expansion in the production of tobacco products, particularly cigarettes, it seems likely that the over-all demand for tobacco products will decline below present record levels. Among the factors which would tend to cause a decline in demand would be a drop in consumer income, which is closely related to expenditures for tobacco products, reductions in the present relatively large purchases for the military personnel, and reduced use of tobacco products by employees in war plants, where consumption is unusually high.

**I**N the midst of the marketing season for the second largest crop of tobacco ever produced, and the all-time record for cigarette types, demand for tobacco continues exceptionally strong and average prices are at or near the highest ever received by growers. All major types, except fire-cured and dark air-cured, have been under maximum price regulations again this season and because of the exceptionally strong demand and the willingness of buyers to pay ceiling prices, flue-cured and burley have been allocated to manufacturers and dealers in a manner similar to last season. The high 1944 prices and the large 1944 production will result in the largest gross income to growers in the history of the industry. Production of all types of tobacco in 1944 is now placed at 1835 million pounds, which is nearly one-third larger than the 1943 crop, and only slightly less than the record crop of 1939.

**I**NVENTORIES of leaf tobacco are somewhat below a year ago, but with the large 1944 crop now entering stocks, the indicated total supply is a little larger than last year. Although stocks of flue-cured tobacco are now higher than in most pre-war years, they, as well as stocks of burley and some of the other types, are low in relation to the present rate of disappearance. With domestic consumption tending to level off and production remaining at present levels, little or no further reduction in stocks is anticipated.

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# January Report of Tobacco Products

Product	Month of January			Increase or Decrease	
	1945	1944		Quantity	Per Cent.
Cigars:					
Class A—					
United States .....	2,093,092	18,431,656	—	16,338,564	88.64
Puerto Rico .....	32	.....	+	32	.....
Total .....	2,093,124	18,431,656	—	16,338,532	88.64
Class B—					
United States .....	31,948,123	24,827,646	+	7,120,477	28.68
Puerto Rico .....	26,200	2,700	+	23,500	.....
Total .....	31,974,323	24,830,346	+	7,143,977	28.77
Class C—					
United States .....	65,935,433	175,823,152	—	109,887,719	62.50
Puerto Rico .....	771,450	32,275	+	739,175	.....
Total .....	66,706,883	175,855,427	—	109,148,544	62.07
Class D—					
United States .....	123,577,057	19,179,604	+	104,397,453	544.32
Puerto Rico .....	1,436,800	600	+	1,436,200	.....
Total .....	125,013,857	19,180,204	+	105,833,653	551.79
Class E—					
United States .....	126,994,255	116,099,056	+	10,895,199	9.38
Puerto Rico .....	2,711,790	3,275	+	2,708,515	.....
Total .....	129,706,045	116,102,331	+	13,603,714	11.72
Class F—					
United States .....	17,451,243	10,495,344	+	6,955,899	66.28
Puerto Rico .....	132,630	.....	+	132,630	.....
Total .....	17,583,873	10,495,344	+	7,088,529	67.54
Class G—					
United States .....	14,337,422	2,062,223	+	12,275,199	595.24
Puerto Rico .....	12,455	.....	+	12,455	.....
Total .....	14,349,877	2,062,223	+	12,287,654	595.85
Total All Classes:					
United States .....	382,336,625	366,918,681	+	15,417,944	4.20
Puerto Rico .....	5,091,357	38,850	+	5,052,507	.....
Grand Total .....	387,427,982	366,957,531	+	20,470,451	5.58
Little Cigars:					
All United States .....	10,280,627	9,731,333	+	549,294	5.64
Cigarettes:					
United States .....	20,077,012,423	20,115,137,677	—	38,125,254	.19
Puerto Rico .....	10,020	.....	+	10,020	.....
Total .....	20,777,022,443	20,115,137,677	—	38,115,234	.19
Large Cigarettes:					
United States .....	7,042,100	672,250	+	6,369,850	947.54
Puerto Rico .....	.....	.....	.....	.....	.....
Total .....	7,042,100	672,250	+	6,369,850	947.54
Snuff (lbs.):					
All United States .....	3,681,863	3,781,704	—	99,841	2.64
Tobacco (Chewing and Smoking) lbs.:					
All United States .....	23,837,615	20,157,745	+	3,679,870	18.26

\*Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

The Tobacco World

# 7 Months' Report of Tobacco Products

Product	1st Seven Months			Increase or Decrease	
	Fisc. Yr. End. June 30, 1945	Fisc. Yr. End. June 30, 1944		Quantity	Per Cent.
Cigars:					
Class A—					
United States .....	73,975,948	158,199,604	—	84,223,656	53.24
Puerto Rico .....	2,201,132	517,620	+	1,683,512	.....
Total .....	76,177,080	158,717,224	—	82,540,144	52.00
Class B—					
United States .....	183,223,153	254,412,722	—	71,189,569	27.98
Puerto Rico .....	1,334,700	11,500	+	1,323,200	.....
Total .....	184,557,853	254,424,222	—	69,866,369	27.46
Class C—					
United States .....	852,021,524	1,555,432,107	—	703,410,583	45.22
Puerto Rico .....	16,347,475	3,306,175	+	13,041,300	.....
Total .....	868,368,999	1,558,738,282	—	690,369,283	44.29
Class D—					
United States .....	423,578,232	116,840,029	+	306,738,203	262.53
Puerto Rico .....	8,689,070	378,700	+	8,310,370	.....
Total .....	432,267,302	117,218,729	+	315,048,573	268.77
Class E—					
United States .....	1,071,114,926	731,937,058	+	339,177,868	46.34
Puerto Rico .....	15,232,790	705,876	+	14,526,914	.....
Total .....	1,086,347,716	732,642,934	+	353,704,782	48.28
Class F—					
United States .....	125,012,885	79,187,400	+	45,825,485	57.87
Puerto Rico .....	870,740	.....	+	870,740	.....
Total .....	125,883,625	79,187,400	+	46,696,225	58.97
Class G—					
United States .....	68,956,101	14,060,983	+	54,895,118	390.41
Puerto Rico .....	253,930	.....	+	253,930	.....
Total .....	69,210,031	14,060,983	+	55,149,048	392.21
Total All Classes:					
United States .....	2,797,882,769	2,910,069,903	—	112,187,134	3.86
Puerto Rico .....	44,929,837	4,919,871	+	40,009,966	.....
Grand Total .....	2,842,812,606	2,914,989,774	—	72,177,168	2.48
Little Cigars:					
All United States .....	70,459,654	72,205,653	—	1,745,999	2.42
Cigarettes:					
United States .....	140,832,201,138	159,879,036,430	—	19,046,835,292	11.91
Puerto Rico .....	24,608,920	2,900,840	+	21,708,080	.....
Total .....	140,856,810,058	159,881,937,270	—	19,025,127,212	11.90
Large Cigarettes:					
United States .....	27,580,005	4,591,581	+	22,988,424	500.66
Puerto Rico .....	.....	800	—	800	.....
Total .....	27,580,005	4,592,381	+	22,987,624	500.56
Snuff (lbs.):					
All United States .....	23,899,637	24,695,115	—	795,478	3.22
Tobacco (Chewing and Smoking) lbs.:					
All United States .....	162,803,003	157,752,270	+	5,050,733	3.20

\*Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

March, 1945



# Retail Tobacco Dealers' Newsletter

By ERIC CALAMIA

**C**IGARETTE Black Market: This association's main concern is the protection of the interests of our members—the tobacco retailer. Thus, the growing tendency on the part of retailers throughout the country, who have been compelled to pay black market prices in order to secure a reasonable amount of cigarettes and who consequently sell at prices in excess of their retail ceiling, has been of serious concern to us.

We firmly believe that the source of the black market can be placed at the door of a few unscrupulous jobbers. This is by no means an indictment of all the wholesalers in our industry—but there are some in the trade who seize upon the shortage for their own avaricious gains. A retailer who has been dealing with such a jobber for many years is not in a position to secure another supplier and has been forced to pay black market prices in order to purchase his allotment of cigarettes. True, many dealers have refused to pay over ceiling prices and have come to this office in desperation, because their quota has been so drastically curtailed that their livelihood is seriously threatened. They have advised us that they have seen cases of cigarettes shipped by the very jobber who refuses to give them cartons, and they know that this merchandise goes to the retailer who will pay the bonus.

This condition has been particularly true in the New York area and was becoming so critical that we did not want to face a repetition of the scandalous candy black market and have been working with OPA for weeks. We are now in a position to advise you of progress made to date.

One of the most serious handicaps in cleaning up any black market situation is the difficulty of securing proof. If you will get in touch with this office, we are in a position to work out an arrangement whereby OPA will grant the retailer immunity for his part in the transaction and will see that your future supply of cigarettes is not jeopardized.

Thus, we have with the co-operation of the Office of Price Administration removed the two outstanding reasons why retailers have hesitated in the past to complain of black market practices. You can be assured of immunity and future supplies of cigarettes. Co-operate and help break this vicious practice.

Developments in the next few weeks may establish a pattern for Regional Offices of Price Administration in other sections of the country to follow should the need exist.

**Federal Excise Tax on Pipes with Metal Bands:** The Treasury Department in a recent ruling has excluded from the Federal excise tax on jewelry, smoking pipes equipped with ferrules made of precious metals, provided that such ferrules do not exceed three-eighths of an inch in width and are used for the purpose of reinforcing the shank and not for ornamentation.

We bring this to your attention so that you can discontinue collecting the 20 per cent. excise tax on pipes so equipped.

**Flash:** Recent developments with respect to black market conditions need clarification.

After a meeting held in New York between OPA and the cigarette jobbers a statement appeared in the press to the effect that tobacco retailers could no longer

keep cigarettes hidden under their counters and must sell them whenever they are in stock.

This is not true and is contrary to the best interests of self-imposed rationing. We strongly urge all retailers to continue to distribute their available supplies of cigarettes in the same manner as they have been doing. OPA has no authority to force you to sell or display cigarettes at any hour or in any manner providing you do not exceed your ceiling price.

Whereas some retailers who have not been receiving their fair quota of cigarettes can look forward to relief just as soon as present plans for more equitable distribution are under way, the retailer who has purchased his cigarettes through legitimate sources cannot expect a greater amount than he is now receiving, for his jobber has always distributed cigarettes fairly.

The daily press accounts create the impression that immediate relief will be forthcoming. We in the industry know it will take time and must so advise our customers.

## VALUE OF CUBA'S EXPORTS

**C**UBA'S exports of leaf tobacco and products in 1944 reached an all-time record value of \$51,700,000 according to figures released by the National Commission for Propaganda and Defense of Havana Tobacco. The largest previous valuation occurred in 1920, when \$48,700,000 was reported as the value of Cuba's tobacco exports. About 90 per cent. of the 1944 exports were to the United States, slightly less than 3 per cent. to Spain, 2 per cent. to Argentina, and lesser quantities to Canada, Chile, and other countries.

Higher prices in 1944 raised the value of leaf imports from \$22,500,000 in 1943 to \$33,700,000, although the quantity of leaf exported in 1944 was about 6 per cent. below the 34.4 million pounds exported during the previous year. Exports of cigars in 1944 totaled about 181.3 million pieces valued at \$17,800,000 as compared with 65.9 million pieces, valued at \$5,400,000 in 1943. Most of the large increase in cigar shipments is attributed to purchases for the United States armed forces. Exports of cigarettes and smoking tobacco in 1944 were relatively unimportant.

## GENERAL CIGAR EARNINGS

The General Cigar Co. and its wholly owned subsidiaries report net income of \$965,170 for the year ended December 31, 1944. The income, which is equal to \$1.30 a common share, is subject to renegotiation, and compares with \$1,295,964, or \$2 a share for the preceding year. The company states it is anticipated that the net amounts repayable for 1943 and 1944, if any, will not be material.

The Federal and Cuban income tax for 1944 totaled \$1,186,494 against \$1,773,828 for 1943. The total income for the company in 1944 was \$2,463,664 compared with \$3,381,192 for the year before. In 1944, as well as in 1943, the company paid \$350,000 in preferred divi-



# HILDEGARDE. GOING STRONG!

"**RALEIGH ROOM**," starring Hildegarde, now one of the ten most popular shows in radio! (Tuesdays, NBC) Add to it Henny Youngman's comedy show, plus "People Are Funny" plus space advertising in magazines—and what have you got? You have an all-out effort on our part to build good will for you among your customers, in spite of the cigarette shortage!

## ALSO ON THE AIR...



**HENNY  
YOUNGMAN**

Hilarious Henny and gorgeous movie star Carol Bruce are giving your customers plenty of laughs and songs every Wednesday night on NBC. And they're making plenty of new friends for Raleighs—for the future.

## "PEOPLE ARE FUNNY"

This half hour of fun and foolishness every Friday night (NBC) really has 'em rolling in the aisles. And it will help you roll up big sales once you have plenty of Raleighs on your shelves again!

## ...ALSO NEWSPAPERS AND MAGAZINES



**Smokes as sweet  
as it smells**  
...the quality pipe  
tobacco of America

Here's what science says about cigarettes:

**KING SIZE  
WINGS  
LESS IRRITATING**



A cold had you feeling like a Poor Skate

So you took Time Out and tried a KOOL  
("Mmm! How soothing!" you sigh)

If you liked KOOLS so much then, even with a cold

Why Penalize yourself... Why not Stick to 'em all the time?

Here's how to figure it: Switch from "Hots" to KOOLS for good!



LORILLARD'S POPULAR LEADERS



Enjoy a pleasing  
Cigarette!

**Old Gold**

A superb blend of  
many choice tobaccos.



Apple "Honey"  
helps guard O.Gs.  
from Cigarette Dryness!

Lorillard Company America's oldest tobacco merchants—Established 1760

OUR HIGH-GRADE NON-EVAPORATING  
CIGAR FLAVORS

Make tobacco mellow and smooth in character  
and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS  
FRIES & BRO., 92 Reade Street, New York

CIGAR BOXES

Tel. Algonquin 4-9532 Established 1875



dends and \$591,228 in common dividends in 1944 compared with \$945,964 for the preceding year on 472,982 common shares for each year.

The balance sheet of the company and its subsidiaries as of December 31, 1944 shows assets of \$30,747,345 compared with \$29,559,210 for the year before. Current assets for 1944 totaled \$28,159,030 compared with \$26,953,166 for 1943. Current liabilities for last year were \$5,788,741 against \$4,936,548 for 1943. Earned surplus for 1944 was \$8,936,536 compared with \$8,612,594 for the preceding year.

CANADA PLANS INCREASE

CANADA'S 1945 production goal for tobacco calls for a 22.5 per cent. increase in acreage over 1944 plantings, with larger acreages for each type of tobacco grown within the country. The proposed increases for flue-cured and burley, which make up the bulk of Canada's total production, are 20 and 33 per cent., respectively, over 1944 acreages. With favorable weather conditions, sufficient labor, and adequate supplies of fertilizer, production of all types in 1945 may reach 121.7 million pounds, made up approximately as follows: flue-cured, 98.0 million pounds; burley, 14.8 million; dark, 1.8 million; cigar leaf, 5.2 million; and pine tobacco, 1.9 million. Depleted stocks, heavy consumption by both civilians and the armed services, and demands for export are the principal factors resulting in the high 1945 production goal.

In 1944 production of all types of leaf amounted to 102.1 million pounds from 89,060 acres, compared with only 69.1 million pounds from 71,140 acres in 1943. Production of flue-cured leaf in 1944 amounted to a record of 83.3 million pounds, compared with only 58.8 million in 1943, and with the previous record crop of 79.7 million in 1939. Production of burley and cigar leaf totaled 11.3 and 4.2 million pounds, respectively, in 1944, as compared with only 6.6 and 2.3 million in the preceding year. Production of dark and pipe tobacco was also substantially greater than in 1943.

Negotiations in November, 1944, between tobacco buyers and the Ontario Flue-Cured Tobacco Marketing Association failed to result in agreement as to the minimum average price for 1944-crop flue-cured leaf. The association held out for a price several cents above the 30-cent minimum average established for the 1943 crop, but the buyers stated that existing price ceilings on manufactured products would not permit them to meet growers' demands. Sales of leaf produced by members of the association were consummated without the benefit of a negotiated minimum average price for the first time since the present system was inaugurated eleven years ago.

Wartime prosperity has stimulated consumption of tobacco in Canada in recent years. Heavy shipments of products to armed forces abroad also added materially to the requirements of leaf tobacco. During the twelve months ended September 30, 1944, about 70.0 million pounds of leaf were taken by tobacco manufacturers, compared with 68.0 million in 1942-43, and an average of only 44.4 million pounds during the five years 1935-36 through 1939-40.

The greatly increased output of cigarettes has accounted for most of the rise in use of leaf by manufacturers. Consumer demands, however, for both cigarettes and cigars are considerably in excess of available supplies. Even off-brands of cigarettes are difficult to obtain in many parts of Canada. Supplies of smoking tobacco are reported to be ample. Shortage of factory labor, absenteeism, and machinery breakdowns in manufacturing plants are factors aggravating an already tight supply situation.

The increase in consumption by both civilians and the armed forces and continued substantial exports of leaf, principally to the United Kingdom, have reduced stocks of leaf considerably below the average level of recent years. On September 30, 1944, stocks amounted to only 93 million pounds, as compared with 112 million pounds a year earlier. Most of the leaf held in stock on those dates was of Canadian origin.

The Tobacco World

Cigars are the most pleasurable and economical form of smoking.

BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

First Issue 1929

March, 1945

Prepared twice a month

PHULOFAX

(The Retailer's Friend)



SAYS

Some folks "keep a store" . . . some folks make "a store keep them."

—o—

Your inventory may be down but you don't need to advertise it.

—o—

If you haven't ANYTHING at all to sell, why open up the store? If you open up, why not make it as attractive as you can?

—o—

The Quality of the merchandise in your store is frequently indicated by the Appearance of the store.

—o—

Everyone does not go into a store for the very, very scarce merchandise—some folks might come in for items you have and want to sell. Our main job is to bring 'em in!

—o—

What we haven't got to sell we can't sell BUT we can politely and fully explain why. What we have to sell we can sell and serve it in a manner that pleases our customers.

—o—

Would WE go into OUR store to buy from US?

Phil M. Phulofax  
D. B. I.

Associated with BAYUK CIGARS INC., Philadelphia—Makers of fine cigars since 1897.

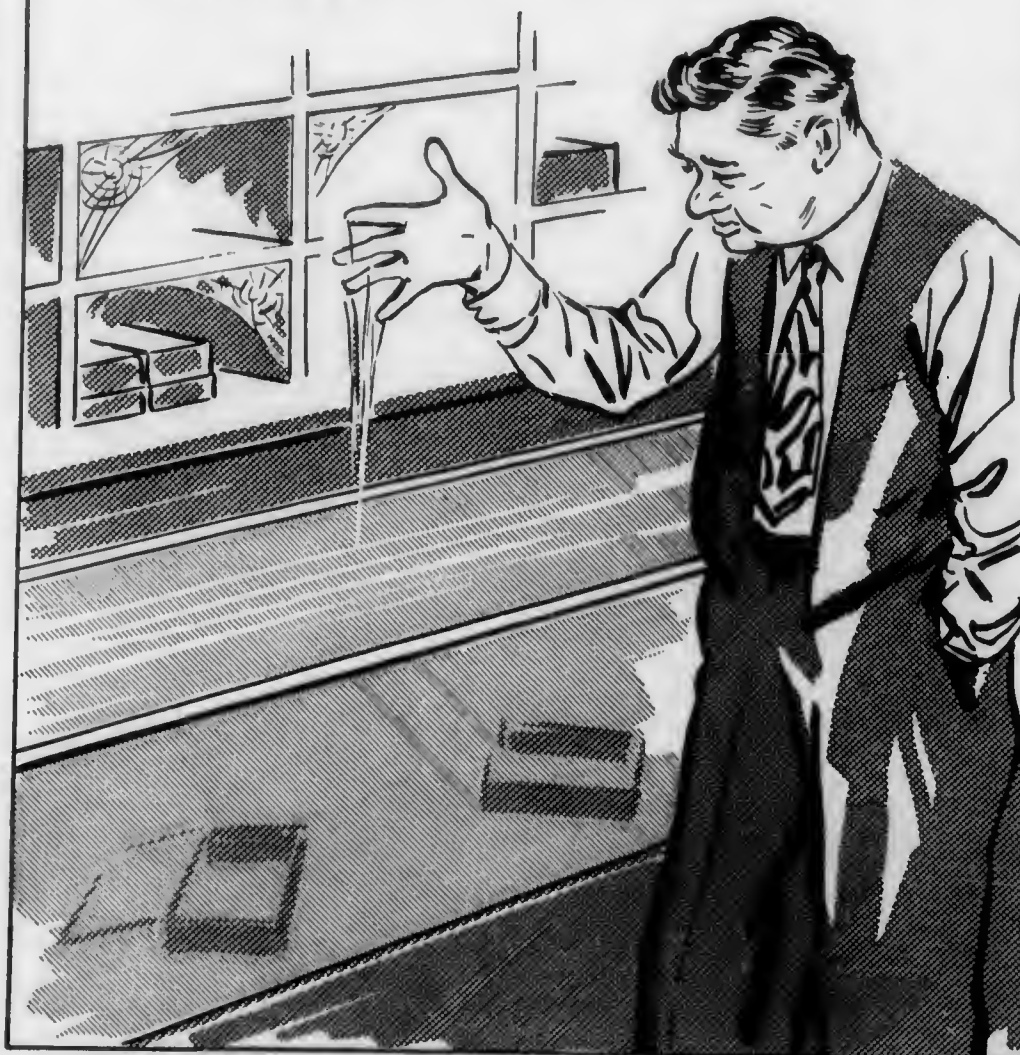
CRIPES, MY STORE LOOKS LIKE AN EMPTY FREIGHT CAR-- BUT HELL, WHAT'S THE USE! CAN'T DISPLAY WHAT YOU AIN'T GOT



MERCHANDISE IS SCARCER THAN HENS' TEETH, BUT WHAT I'VE GOT I'M GOING TO ARRANGE SO THAT MY STORE WON'T LOOK AS THO A CYCLONE HIT IT



WISH I COULD FIND A BUYER FOR SOME NICE LACEY COBWEBS --BECAUSE OF THE DIRT YOU CAN'T SEE THRU MY SHOW-CASES, BUT WHAT'S THE DIFFERENCE 'CAUSE THERE'S NOTHIN' IN 'EM ANYHOW



LITTLE STOCK OR BIG STOCK, FOLKS DON'T LIKE TO GO INTO DIRTY STORES--ME FOR KEEPING MY STORE SPIC AND SPAN ALL THE TIME



Bayuk Brands Build Business—PHILLIES, DE LUXE PHILLIES, BAYUK RIBBON, MAPACUBA, CHARLES THOMSON, PRINCE HAMLET



# KING EDWARD CIGARS

*Unexcelled  
In Consumer Popularity*



**JNO. H. SWISHER & SON, INC.**

*Cigar Manufacturers*  
JACKSONVILLE, FLORIDA

## MEXICO'S PRODUCTION LARGER

**T**HE 1944-45 tobacco crop in Mexico, on the basis of favorable early season weather conditions, may total 66 million pounds, from a planted area of about 74,000 acres. In 1943-44, production amounted to about 44 million pounds, as compared with an average production of about 41 million pounds for the five years, 1938-39 through 1942-43. The 1944-45 production in Nayarit, Mexico's principal tobacco producing state, will probably amount to about 44 million pounds. Most of the leaf grown in Nayarit consists of light varieties, and it is the only region producing flue-cured leaf. Preparations are reported to be under way for the construction of twenty-six new flue-curing barns, and, if they are completed for use during the 1944-45 season, about 126 barns are expected to be in operation. The country's total production is sufficient to provide for practically all of its leaf requirements.

Exports of leaf and products from Mexico have never amounted to more than a few hundred thousand pounds yearly, and in late years have been insignificant. In recent weeks, however, some Mexican firms have received inquiries from United States concerns regarding the possibility of obtaining both leaf and products. Reports state that one American firm has placed a trial order for cigarettes, and other importers have inquired concerning supplies of cigar wrappers. The Mexican tobacco industry is geared primarily to meeting demands for domestic consumption, and manufacturing concerns are working a capacity to fill those demands.

## BURLEY ALLOCATIONS INCREASED

**I**N a second amendment to WFO 4.8 the War Food Administration has increased Burley tobacco allocations to both manufacturers and dealers. Manufacturers may purchase 120 per cent. of the amount they used during the year ended September 30, 1944. Dealers may acquire 120 per cent. of the amount acquired from the 1943 crop.

Burley tobacco is a major cigarette tobacco. Under the new order, manufacturers may purchase, under allocation, 510,083,558 pounds of this type of tobacco, 448,659,788 pounds at auction and 61,423,770 from dealers.

In addition to the 61,423,770 pounds dealers may acquire for resale to manufacturers, the dealers are also allocated 18,000,000 pounds which will be available for export—or possible subsequent allocation to manufacturers.

The substantial increase in allocations provided in the amendment to WFO 4.8 has been made possible by the fact that the 1944 crop of Burley is the largest ever produced in the United States and is substantially larger than indicated by earlier estimates on which previous allocations were made.

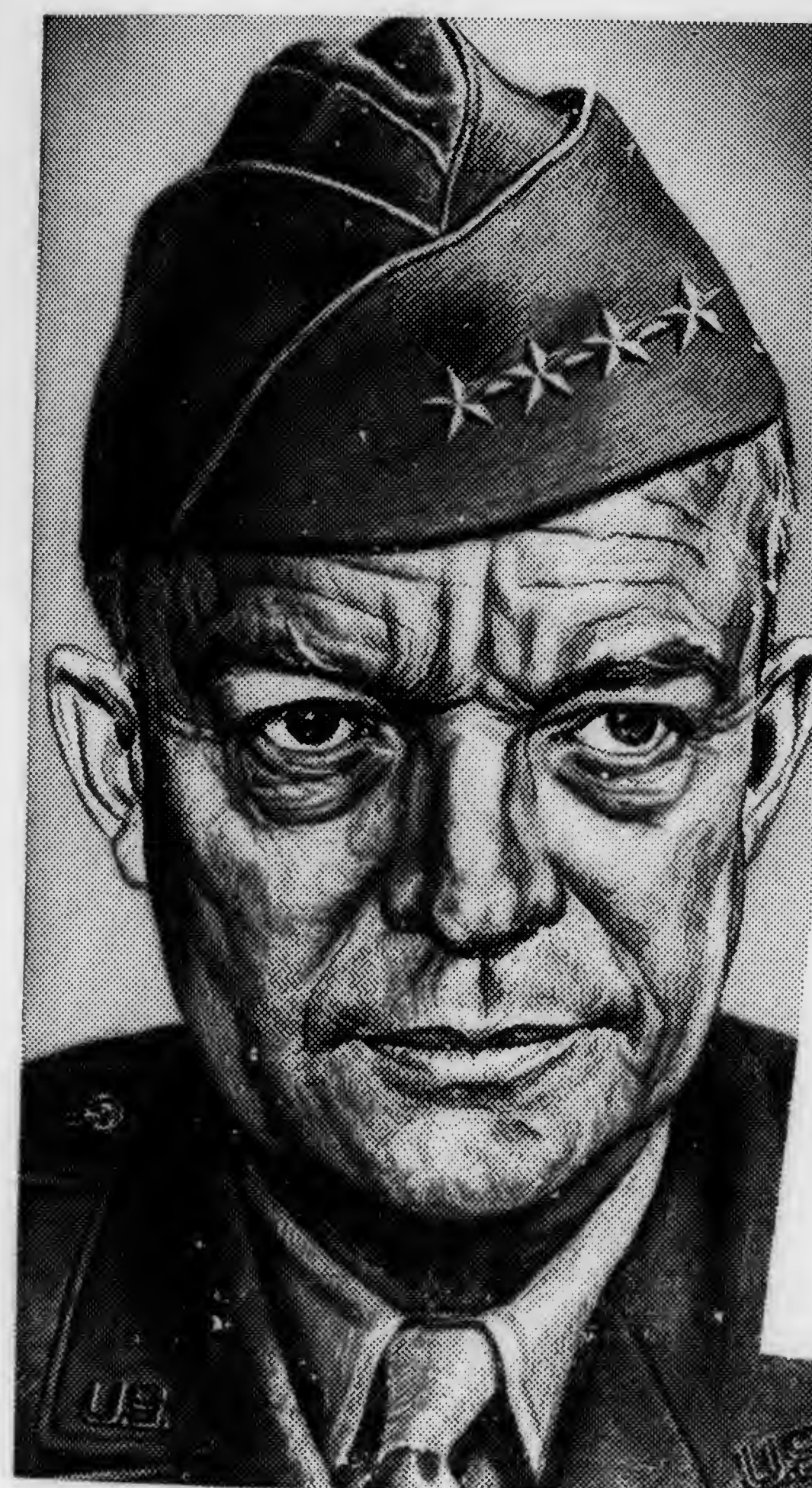
Although Burley is a major component of most American cigarettes, this record breaking crop does not offer immediate aid in relieving the current cigarette shortage as Burley tobacco is usually aged from eighteen months to approximately thirty months before being used in the manufacture of cigarettes.

*The Tobacco World*

★★★★

★★★★

## Ask General Eisenhower what your RED CROSS is doing for our Fighting Men



**G**ENERAL "IKE" knows—better than anybody else—how many of his wounded G.I. Joes are saved from death by life-saving Red Cross Blood Plasma!

He knows how a young soldier worries when there's no news from loved ones—or bad news—and how his spirits rise when a special Red Cross Home Service message says everything is O.K. at home.

And this is what General "Ike" says about the Red Cross:

*"We simply couldn't get along without it. I consider the Red Cross an auxiliary of my army. They are doing a perfectly magnificent job in every way."*

### ASK G.I. JOE

He'll tell you what the Red Cross does for him—and how! Listen to this boy's letter to his dad:

*"Pop, whenever the Red Cross comes to you for money, give what you can spare, and then borrow more, as they are wonderful to us."*

### ASK YOURSELF

Ask yourself: "Have I done as much as I can for my Red Cross—which is at my boy's side—ready to aid, comfort and cheer him?"

You *can't* do too much to help the devoted workers in this great Army of Mercy—who risk their lives over and over again to bring our millions of G.I. Joes the proof that they are not forgotten by their home folks.

The Red Cross is doing *your* job—doing for your boy what *you* can't do. But you *can* help by giving *more* to the Red Cross *now*. Its job is stupendous—and it's growing bigger.

Give as much more as you can—*today!*

**GIVE NOW—GIVE MORE**



**KEEP YOUR  
RED CROSS  
AT HIS SIDE**

★

*Prepared by the War Advertising Council in cooperation with the Office of War Information and the American Red Cross*

March, 1945

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11



# Cigarettes and the Jobber

By JOSEPH KOLODNY

(Concluded from February issue)

Our five basic recommendations are as valid now as when first they were advanced. We propose to exert every effort to achieve these objectives because we are sanguine in our belief that they are requisite if any marked progress is to be made toward finding an overall solution to the cigarette problem.

In the interim, we cannot and must not idly stand by and let nature take its course. We must put into motion whatever steps are feasible to obtain immediate relief, not only for our own good but for the well-being of our customers and the consuming public. We, therefore, propose:

A—That the wholesale tobacco distributors who also operate vending machines show no favoritism whatever to vending machine locations.

B—That the retail customer may be advised of or given a conservative estimate of the quantities of cigarettes he may expect to receive for a given period. In this connection, we also urge that manufacturers should apprise their distributors in advance and to the fullest extent possible, as to their probable allotments of cigarettes for each thirty-day period. Under present conditions, no one knows what to expect from week to week and it is an arduous task to do any intelligent planning.

C—That we undertake an aggressive national campaign to prevail upon the retail merchants to stop hiding their cigarettes and to discontinue operating their establishments like speakeasies. Incalculable ill-will is being engendered among consumers by sneaky and underhanded methods of retailing. When the retailer or clerk tells one customer that he has no cigarettes and then surreptitiously slips a package to the next customer, he is doing more to undermine his business than anything else he can do. Of course, the retailer will claim justification and there is some merit in his argument that if he keeps cigarettes on display, he will have to sell them to every Tom, Dick and Harry who comes along, including the professional hoarders who shop every store in their neighborhood and thus obtain more than their fair share of cigarettes.

D—We recognize that each retailer has a perfect right to determine to whom he will sell cigarettes and whom he will refuse cigarettes. The retailer is morally obligated to continue supplying his old and steady patrons. He doesn't bear the same obligation towards a new, strange or transient customer. How can he separate the sheep from the goats?

We have devised a system which, we believe, will contribute much towards solving this problem. It is not a cure-all nor a panacea. It is doubtful if any method can be devised which will prove perfect.

The plan involves the issuance by the retailer to his regular customers of a voluntary ration card. This card states that the holder is a regular customer of the retailer and is entitled to purchase cigarettes at such times as the retailer has cigarettes in stock. It reserves to the retailer the right to allocate his supplies on a basis which he considers fair to all his customers. The patron to whom the card is issued must sign it and, in so doing, declare that he does not hold

a similar card issued by any other retail establishment.

This, of course, raises a question as to how transients or travelers would be able to obtain any cigarettes. Obviously, a ration card such as this could not be utilized by retail outlets whose patronage is largely or wholly transient. It would not be logical for hotel stands, railroad terminals or any other retail outlets serving the transient population. Therefore, there would always be a large number of retail outlets accessible to consumers who may have no regular source of supply or who are traveling away from home.

It should be noted also that most of the population of the United States is located in cities or townships under 10,000 population, where dealers know most of their customers by name, and under these conditions the plan should work extremely well.

The distributor will have to assume the job of supplying his customers with quantities of these cards. We suggest that you have your local printer reproduce the cards and that you furnish them to your customers on a cost basis.

You will note that the cards bear some resemblance to a meal ticket. Each card is numbered and the dealer therefore knows how many he has outstanding. He can figure approximately how many cigarettes he is likely to receive for a given period and thus quickly estimate the number of packages per customer he will be able to provide during that period. For example, we will assume the dealer issues 300 cards to cigarette consumers. His estimated receipts of cigarettes for the month will be 4500 packages. That means he can provide 15 packages to each customer for that particular month. By punching each purchase on the card, he can prevent one customer from getting more than his allotted share.

E—We also offer the suggestion that the distributors in each trading area throughout the country consider a plan of setting up a clearing house through which quotas for each retailer may be equitably ascertained. These quotas would be based on the dealer's former purchases, not only from one distributor but from every distributor from whom he receives supplies. When such incontestable quotas are set up, this will remove the practice whereby a retailer pits one distributor against another by claiming that he is treated better and more fairly by one supplier than another.

F—That manufacturers, in the interest of equity, should lower the quotas of direct buyers normally engaged in both wholesaling and retailing but who have virtually or completely discontinued wholesaling and are selling their entire receipts of cigarettes at retail.

G—Finally, that the Office of Price Administration take immediate action on the recommendation of the Tobacco Wholesaler's Industry Advisory Committee for the establishment of dollars and cents ceiling prices on cigarettes at the wholesale level in order to relieve distributors who were caught in a price squeeze by the General Maximum Price Regulation.

The Tobacco World



When they step up to your counter, be sure they—

## Make a date with MODEL

Smells better in the pouch—  
Smokes better in your pipe

United States Tobacco Company

New York • Chicago • Nashville • Richmond • San Francisco

### WILT-RESISTANT TOBACCO

**M**ORE cigarette tobacco from the same acreage will soon be the rule in the "flue-cured" areas of the Southeast from southern Virginia to northern Florida. This development is coming about through the breeding of a wilt-resistant variety, the first one known of any tobacco type in the country.

The new variety, bred by tobacco specialists of the Department of Agriculture's research administration and the North Carolina Agricultural Experiment Station, makes it possible for many growers to produce 25 per cent. more leaf with no additional expense, except possibly a slightly greater cost for seed.

According to Dr. W. W. Garner, in charge of the Department's tobacco investigations, actually finding the factor of wilt-resistance associated with the other qualities needed in a commercial variety proved to be one chance in 1034. It worked out this way:

In 1934 the specialists, in charge of Dr. E. E. Clayton, Plant Industry Station, Beltsville, Md., began collecting tobaccos from all parts of the world with an eye for wilt resistance. They collected 1034 of them and only one of this varied lot, No. 448, had high wilt resistance. It was from Colombia, South America. With this one as a starter, the State and Federal specialists bred up the new variety. It was tried out in field tests at Oxford, N. C., and released to seedsmen in 1944 as Oxford 26.

Growers who want seed must get it from seedsmen—not from the State or the U. S. Department of Agriculture.

### CIGAR AROMA PHOTOGRAPHED

Cigars continue to play a prominent role in the news. Recently they ran the gamut from Churchill's now famous cigar case, first displayed at the historic Yalta conference, to a new role in science.

The aroma given off by an unlighted cigar may be photographed, according to a leading article by Amy Porter in Collier's for March 3, 1945. Graphic proof is offered in colored photographs by Joseph Breitenbach, internationally known photographer. These photographs, which were first exhibited at the London Royal Photographic Society show in 1938, included among the "photographs of smells" the aroma of a coffee bean, a rose and a perfumed handkerchief. "Most of all smells appeared blue-gray," declared the Collier's article.

March, 1945

### SPRUCE LUMBER for CIGAR BOXES

It's Brighter - for the Eye  
It's Lighter - for Shipping  
It's Better - for the Cigars

SPECIFY SPRUCE

Uptegrove Lumber Co.

Cigar Box Lumber for 72 years

15 Washington St.

Newark, N. J.

Established 1886

"BEST OF THE BEST"

VERY

OPTIMO  
CIGARS

MILD

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

### AUTOKRAFT CIGAR BOXES

Boite Nature  
Cedar Chests

Novelty  
Wrapped

Are Outstanding In  
Quality-Design-Cost

**AUTOKRAFT BOX CORP.**

Lima, Ohio  
Chicago, Ill.  
Detroit, Mich.

Hellam, Pa.

Hanover, Pa.  
Philadelphia, Pa.  
Wheeling, W. Va.



# Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

## Schedule of Rates for Trade-Mark Services Effective April 1, 1916

Registration,	(see Note A),	\$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of \$2 will be made to members of the Tobacco Merchants Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar (\$1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars (\$2.00) will be made and so an additional charge of One Dollar (\$1.00) will be made for every ten (10) additional titles necessarily reported.

## TRANSFERRED REGISTRATIONS

**LA ESTAMPA**—27,635 (Tobacco Leaf Publishing Company). For cigars, cigarettes and tobacco. Registered May 12, 1904, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. 28,882 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered May 12, 1904, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. Both registrations transferred by American Colortype Co., Allwood (Clifton), N. J. (as successors to O. L. Schwencke Litho. Co.) to Schlegel Litho. Corp., New York, N. Y., on February 13, 1945.

**LA PEDRINA**—36,663 (United Registration Bureau for the Tobacco Industries). For cigars, cigarettes and tobacco. Registered by Julius Bien Co., New York, N. Y., on June 3, 1911. Acquired by Consolidated Litho. Corp., Brooklyn, N. Y., as successors of the above. Transferred to La Palma Cigar Co., Tampa, Fla., on January 18, 1945.

**TAMPACO**—225,447 (United States Patent Office). For cigars. Registered March 22, 1927, by Calvin L. Brandon, Perry, Fla. Transferred by Mrs. C. L. Brandon, as heir to Calvin L. Brandon, her deceased husband, to Albert G. Barber, West Tampa, Fla., on December 12, 1944.

## \* Manufactured Tobacco Produced by Classes (As reported by the Bureau of Internal Revenue based on Manufacturers' returns of production)

Product	1944	Increase or Decrease	
		Quantity	Per Cent.
Plug	4,776,167	+ 389,255	8.87
Twist	499,483	— 15,893	3.08
Fine-cut Chewing	341,326	— 32,589	8.72
Scrap Chewing	4,207,457	+ 476,373	10.17
Smoking	13,933,506	+ 1,330,564	10.56
Snuff	3,280,915	— 440,552	11.84
Total	27,038,854	+ 754,412	2.87

## Twelve Months Ending December 31st

Product	1944	Increase or Decrease	
		Quantity	Per Cent.
Plug	61,656,288	+ 2,711,484	4.60
Twist	6,466,953	+ 209,850	3.35
Fine-cut Chewing	4,093,803	— 365,833	8.20
Scrap Chewing	52,882,634	+ 1,468,493	2.86
Smoking	139,874,404	+ 22,960,060	14.10
Snuff	41,959,698	— 1,219,511	2.82
Total	306,933,780	+ 20,155,577	6.16

\* The production figures are in pounds, and are subject to revision until published in the annual report of the Commissioner of Internal Revenue.

## Internal Revenue Collections from Tobacco Taxes, Calendar Year 1944 Tax Receipts

Source of Revenue	Cal. Yr. 1944	Increase or Decrease
Cigars (large)	\$ 33,508,338.44	+ \$ 5,866,169.95
Cigars (small)	105,568.76	+ 9,629.80
Cigarettes (large)	226,937.38	+ 176,703.78
Cigarettes (small)	837,400,882.79	+ 64,692,811.12
Snuff of all descriptions	7,566,444.77	+ 206,751.34
Tobacco, chewing and smoking	45,328,201.37	+ 2,107,117.14
Cigarette papers and tubes	1,205,114.72	+ 193,518.60
Leaf dealer penalties, etc.	1,967.12	+ 567.22
Cigarette floor tax	19,969.08	+ 2,041,775.94
Cigar floor tax	6,683.82	+ 901,676.31
Total	\$925,370,108.25	+ \$64,091,714.14

Note: Cigarette and cigar floor tax collections relate to tax-paid stocks on hand November 1, 1942, when the tax rates were increased. Source: Comparative Statement of Internal Revenue Collections by Sources for the Calendar Year 1944—No. 7—Treasury Department, Bureau of Internal Revenue, Washington, D. C.

## TOBACCO TRADE ORGANIZATIONS

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JESSE A. BLOCH, Wheeling, W. Va. .... President  
WILLIAM BEST, New York, N. Y. .... Chairman Executive Committee  
ASA LEMLEIN, New York, N. Y. .... Treasurer  
CHARLES DUSHKIND, New York, N. Y. .... Counsel and Managing Director  
Headquarters, 341 Madison Ave., New York City

### CIGAR INSTITUTE OF AMERICA

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EVERETT MEYER ..... Vice-President  
D. EMIL KLEIN ..... Treasurer  
SAMUEL BLUMBERG ..... Secretary  
H. W. McHOSE ..... Director  
Headquarters, 185 Madison Ave., New York City

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J. RENZ EDWARDS ..... President  
HENRY GUNST ..... Vice-President  
STANLEY STACY ..... Treasurer  
JOSEPH KOLODNY, 200—5th Ave., New York, N. Y. .... Executive Secretary

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R. L. MCCORMICK, 52 Klein Ave., Trenton, N. J. .... First Vice-President  
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MALCOLM FLEISHER ..... Secretary  
SEIGFRIED F. HARTMAN ..... Counsel

### CIGAR MANUFACTURERS ASSOCIATION OF AMERICA, INC., 200 Fifth Ave., New York, N. Y.

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WALTER E. POPPER ..... Treasurer  
SAMUEL BLUMBERG ..... General Counsel  
Executive Committee—Alvaro M. Garcia (Ex-Officio), D. Emil Klein, Everett Meyer, Walter Popper, Arthur A. Schwartz and Harry Wurman.

### THE YORK COUNTY CIGAR MANUFACTURERS ASSOCIATION

CHARLES STUMP, Red Lion, Pa. .... President  
ARTHUR MCGILLIVRAY, Red Lion, Pa. .... Vice-President  
RUSSELL S. STINE, Red Lion, Pa. .... Secretary  
A. S. ZIEGLER, Red Lion, Pa. .... Treasurer

### FLORIDA CIGAR MANUFACTURERS ASSOCIATION

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FRANCISCO GONZALEZ ..... Vice-President  
JOHN LEVY ..... Treasurer  
FRANCIS M. SACK, Tampa, Fla. .... Secretary

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HARRY ABRAMS ..... Treasurer  
LEO RIEDERS, 604 West 162nd Street, New York, N. Y. .... Secretary

## NEW BENSON & HEDGES STOCK

Joseph F. Cullman, Jr., president of Benson & Hedges, manufacturers of Virginia Rounds and Parliament cigarettes and fine cigars and pipe tobaccos, has announced that at a special meeting of the stockholders on February 20 at the office of the corporation, 435 Fifth Avenue, New York City, approval had been given to the proposal to amend the certificate of incorporation to increase the authorized common stock of the corporation, without par value, from 60,000 shares to 90,000 shares. The corporation presently has outstanding cumulative convertible preference stock and common stock.

"The corporation has filed a registration statement with the Securities and Exchange Commission," Mr. Cullman said, "and subject to that statement becoming effective, the board of directors also voted to offer the 30,000 shares of newly authorized common stock to its stockholders. The offering was made to all stockholders of record of the corporation at the close of business on February 27. The stockholders are entitled to subscribe for one share of stock for each two shares of stock they hold. The offering is made at \$25 per share.

The Tobacco World

# Lucky Strike Means Fine Tobacco...



"Boy, That's Tobacco!" Painted from life in the tobacco country by James Chapin.

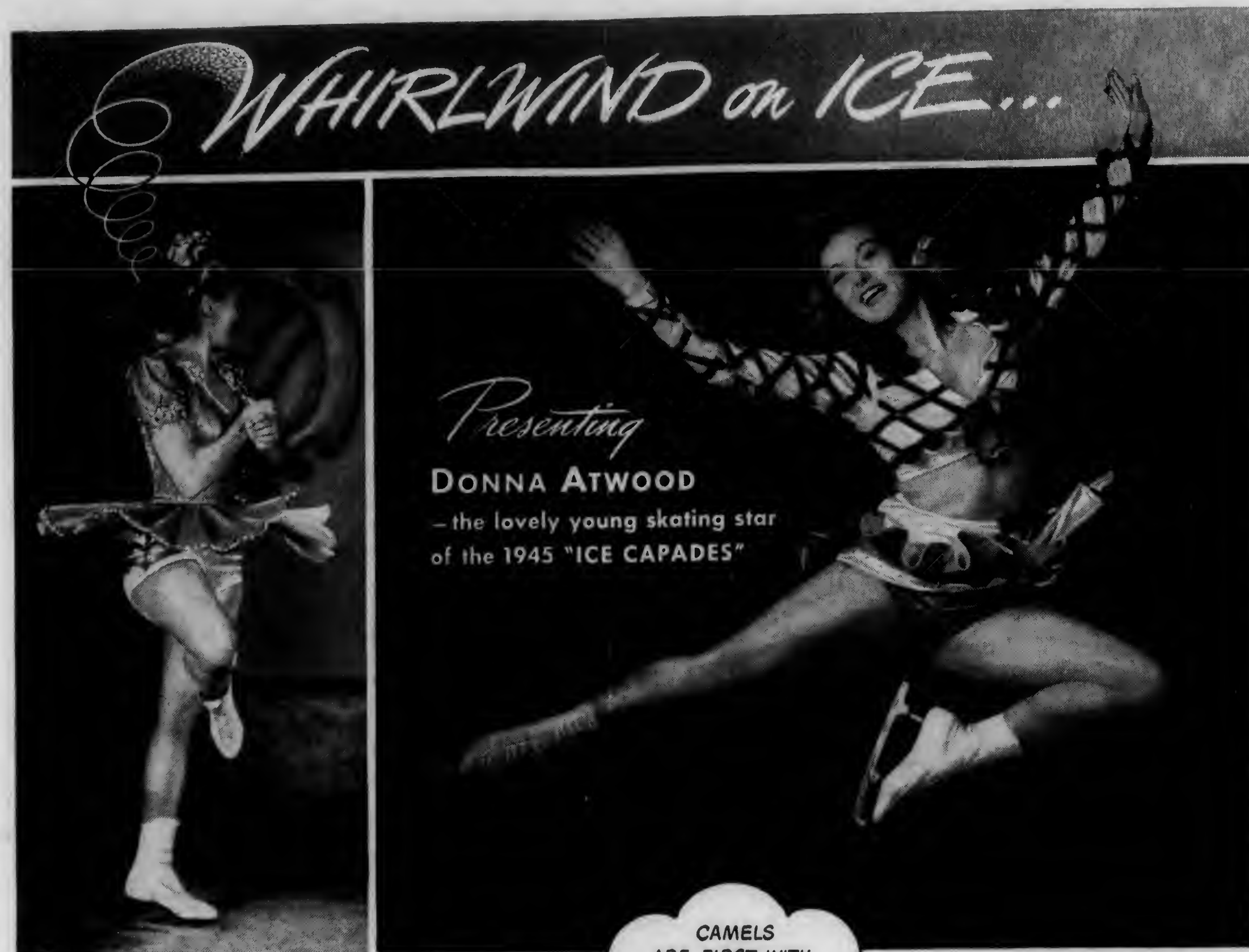
# YES! Lucky Strike Means Fine Tobacco!

So Round, So Firm, So Fully Packed—  
So Free and Easy on the Draw...



Copyright 1944, The American Tobacco Company





### 105 REVOLUTIONS PER MINUTE!

She starts off slowly enough, but once Donna Atwood comes up on the toe of that left skate and throws herself into her famous one-foot scratch spin, it takes the fastest of cameras to "stop" her cold! This is her favorite routine! Her favorite smoking routine—"A cool, flavorful Camel," she says.



RIGHT, DONNA ATWOOD! Camels are the favorite, too, with smokers in the Army, Navy, Marines, and Coast Guard, according to actual sales records.

**FROM BALLET TO BROADWAY!** This former student of the ballet made the big jump—on ice—with split jumps and spins that leave you breathless.

**"THE HOTTEST feet on ice!"**  
Donna Atwood can really make those skates talk. When Donna herself talks... about cigarettes, for example... it's to say, "Camels for me. I can't always get them as easily as I did, but when I do get them it's a red-letter day. For Camels are still Camels—I appreciate them more than ever."

Your dealer may be temporarily short of Camels, but when you do get them you're still getting *Camels*... costlier tobaccos, properly aged and expertly blended. That's why Camels are worth asking for again.



# Camels

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



**THE "T-ZONE"**—T for taste and T for throat—is the proving ground for any cigarette. Only your taste can decide which cigarette tastes best to you... how it affects your throat. When you get Camels, smoke them critically. See if they don't suit your "T-Zone" to a "T."

# TOBACCO WORLD

ESTABLISHED  
1881

### CIGAR PRODUCTION UP FOR FIRST TWO MONTHS

Cigars, large cigarettes, snuff and manufactured tobacco registered increases in production of tax-paid products in the first two months, of 1945. Little cigars and cigarettes declined.

Cigars of all classes totaled 778,597,137 in the two months, as compared to 756,703,682, a gain of 21,893,455.

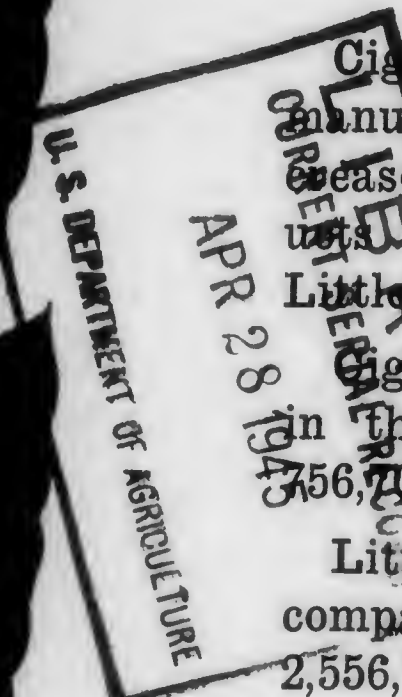
Little cigars totaled 18,584,547, as compared to 21,141,333, a loss of 2,556,786.

Cigarettes totaled 36,751,742,449, as compared to 37,539,810,877, a drop of 788,068,428.

Large cigarettes totaled 14,003,500, as compared to 1,276,850, a rise of 12,726,650.

Snuff totaled 7,574,042 pounds, as compared to 7,288,413, an increase of 285,629.

Chewing and smoking tobacco totaled 45,034,598, as compared to 37,990,289, a climb of 7,044,309.





JOAN McCRACKEN  
DANCING COMEDienne OF "BLOOMER GIRL"  
NEW YORK'S MUSICAL HIT



**Good Taste** FROM EVERY ANGLE  
PLUS REAL MILDNESS AND A COOLER SMOKE

ENJOY ALL THE BENEFITS OF  
CHESTERFIELD'S RIGHT COMBINATION  
WORLD'S BEST TOBACCOS

**Chesterfield**  
IS THE CIGARETTE THAT SATISFIES

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HOBART B. HANKINS—Editor

Business Manager—B. S. PHILLIPS

# THE TOBACCO WORLD

Vol. 65

APRIL 1945

No. 4

**T**HE Grim Reaper claimed another publisher of influence in the tobacco industry on March 18, when, as it must to every man, death came, in New Rochelle, N. Y., to George Saxe Macdonald, head of the company which publishes *Tobacco* and other business and industrial magazines. He was 78 years old. Born in Whitestone, Queens, he studied medicine and later engaged in the bicycle business before embarking in the publishing business in 1905 as secretary-treasurer of the Motor Boat Publishing Co., of which company he served as president from 1924 to 1928. Surviving are a daughter, Mrs. Henry A. Lockwood, of Scarsdale, N. Y., and a son, Allan Freeman Macdonald, of New Rochelle. His wife, Mrs. Mary Louise Brantingham Macdonald, died last January 6.

**T**ODAY more than ever, the Government re-emphasizes its ban on conventions, dinners and group gatherings of more than 50 persons. So, with regret, the board of directors decided it is not feasible for the Retail Tobacco Dealers of America to hold either a convention meeting or an industry dinner such as has been its annual custom. The board also decided, however, that the association should print the 10th edition of the Tobacco Retailers' Almanac, to contain articles and information of immediate interest to members.

**S**TOCKS of all types of leaf tobacco owned by dealers and manufacturers in the United States and Puerto Rico totaled 2,635,175,000 pounds on January 1, 1945. This is 29,814,000 pounds, or about 1 per cent., higher than stocks reported on the same date last year, when the 2,605,361,000 pounds in dealers' and manufacturers' hands represented the lowest January 1 holdings since 1939. Stocks of cigarette leaf tobacco showed a 2 per cent. increase over holdings of a year earlier, but the totals of dark types and cigar-leaf stocks were lower by 2 and 3 per cent. respectively. The 1944 crop was estimated, as of December 1, at 1,835.4 million pounds, and by the end of the year over 1,250 million pounds had been sold, of which nearly 750 million entered stocks during the October-December quarter.

**S**TOCKS in the hands of dealers were reported as 279,004,000 pounds, about 10.6 per cent. of the total stocks reported for the quarter. This tobacco may include some which is earmarked for sale to domestic manufacturers or for export. Manufacturers' stocks were reported as 2,356,171,000 pounds—89.4 per cent. of the total. Included in this

latter amount is tobacco held under dealer registries of manufacturers and tobacco held by dealers and known to be purchased on order for foreign or domestic manufacturers. Also included in this category are stocks purchased under agreement with the Commodity Credit Corp. which are earmarked for export and not exactly available to domestic manufacturers. CCC stocks were reported as about 287 million pounds, of which 284 million were flue-cured. Stocks of flue-cured were about 97 million pounds higher than a year ago; burley about 42 million pounds lower; Maryland about 4½ million pounds lower. Stocks of foreign-grown cigarette and smoking tobacco (Turkish and other), Type 90, show a decrease of about six million pounds. With the one exception of January 1, 1937, stocks of 55,551,000 pounds reported this year are the lowest since separate data on this type were reported beginning in 1930. Fire-cured stocks were about five million pounds down. Dark air-cured showed an increase of about a million pounds.

**S**TOCKS of all types of domestic cigar-leaf tobacco were nearly 257 million pounds, about 12 million pounds lower than stocks of 269 million reported a year earlier. Of the separate classes, cigar-filler and cigar-binder were lower than last year, but the cigar-wrapper class showed an increase. Cigar-filler stocks were reported as 140,281,000 pounds. With the exception of Puerto Rican stocks, those of all other types of cigar-filler are lower than a year ago, when dealers and manufacturers reported total holdings of cigar-filler tobacco at 144,409,000 pounds. Disappearance of Puerto Rican leaf for the calendar year 1944 (1943 crop) is calculated at 19.5 million pounds, as compared to 21.1 million the year before.

**C**IGAR-BINDER stocks were reported as 98,488,000 pounds, as compared to 107,904,000 pounds a year earlier—a decrease of nearly 9.5 million pounds. Cigar-wrapper stocks were reported as 18,151,000 pounds, as compared to 16,820,000 pounds—an increase of about 1.5 million pounds. Stocks of foreign-grown cigar-leaf totaled 25,988,000 pounds, which represented the largest stocks of this type held on any reporting date since separate records were started in 1930. Cuba (Havana) Type 81 stocks were reported as 22,013,000 pounds, an increase of about five million pounds over holdings on October 1, 1944. Sumatra and Java, Type 82, stocks were reported as 3,368,000 pounds. Philippine Islands (Manila) stocks have been lower each quarter since January 1, 1941, than in each preceding quarter, and had decreased from a near record-high level of 6,197,000 pounds to 109,000 pounds.

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# February Report of Tobacco Products

Product	Month of February			Increase or Decrease	
	1945	1944		Quantity	Per Cent.
Cigars:					
Class A—					
United States .....	3,528,152	21,359,224	—	17,831,072	83.48
Puerto Rico .....		300,100	—	300,100	....
Total .....	3,528,152	21,659,324	—	18,131,172	83.71
Class B—					
United States .....	30,512,150	21,673,603	+	8,838,547	40.78
Puerto Rico .....		25,000	—	25,000	....
Total .....	30,512,150	21,698,603	+	8,813,547	40.62
Class C—					
United States .....	74,413,365	176,620,735	—	102,207,370	57.87
Puerto Rico .....	1,097,925	207,950	+	889,975	....
Total .....	75,511,290	176,828,685	—	101,317,395	57.30
Class D—					
United States .....	128,720,159	22,065,001	+	106,655,158	483.37
Puerto Rico .....	1,297,850	5,000	+	1,292,850	....
Total .....	130,018,009	22,070,001	+	107,948,008	489.12
Class E—					
United States .....	118,921,568	131,746,256	—	12,824,688	9.73
Puerto Rico .....	2,680,727	240,275	+	2,440,452	....
Total .....	121,602,295	131,986,531	—	10,384,236	7.87
Class F—					
United States .....	15,292,493	13,579,111	+	1,713,382	12.62
Puerto Rico .....	344,350	10,000	+	334,350	....
Total .....	15,636,843	13,589,111	+	2,047,732	15.07
Class G—					
United States .....	14,324,004	1,911,396	+	12,412,608	649.40
Puerto Rico .....	36,412	2,500	+	33,912	....
Total .....	14,360,416	1,913,896	+	12,446,520	650.32
Total All Classes:					
United States .....	385,711,891	388,955,326	—	3,243,435	.83
Puerto Rico .....	5,457,264	790,825	+	4,666,439	....
Grand Total .....	391,169,155	389,746,151	+	1,423,004	.37
Little Cigars:					
All United States .....	8,303,920	11,410,000	—	3,106,080	27.22
Cigarettes:					
United States .....	16,672,713,566	17,424,672,000	—	751,958,434	4.32
Puerto Rico .....	2,006,440	1,200	+	2,005,240	....
Total .....	16,674,720,006	17,424,673,200	—	749,953,194	4.30
Large Cigarettes:					
United States .....	6,961,400	604,600	+	6,356,800	1051.41
Puerto Rico .....					....
Total .....	6,961,400	604,600	+	6,356,800	1051.41
Snuff (lbs.):					
All United States .....	3,892,179	3,506,709	+	385,470	10.99
Tobacco (Chewing and Smoking) lbs.:					
All United States .....	21,196,983	17,832,544	+	3,364,439	18.87

\*Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

# 8 Months' Report of Tobacco Products

1st Eight Months					
Product	Fisc. Yr. End. 6/30/45	Fisc. Yr. End. 6/30/44		Increase or Decrease Quantity	Per Cent.
Cigars:					
Class A—					
United States .....	77,504,100	179,558,828	—	102,054,728	56.84
Puerto Rico .....	2,201,132	817,720	+	1,383,412	....
Total .....	79,705,232	180,376,548	—	100,671,316	55.81
Class B—					
United States .....	213,735,303	276,086,325	—	62,351,022	22.58
Puerto Rico .....	1,334,700	36,500	+	1,298,200	....
Total .....	215,070,003	276,122,825	—	61,052,822	22.11
Class C—					
United States .....	926,434,889	1,732,052,842	—	805,617,953	46.51
Puerto Rico .....	17,445,400	3,514,125	+	13,931,275	....
Total .....	943,880,289	1,735,566,967	—	791,686,678	45.62
Class D—					
United States .....	552,298,391	138,905,030	+	413,393,361	297.61
Puerto Rico .....	9,986,920	383,700	+	9,603,220	....
Total .....	562,285,311	139,288,730	+	422,996,581	303.68
Class E—					
United States .....	1,190,036,494	863,683,314	+	326,353,180	37.79
Puerto Rico .....	17,913,517	946,151	+	16,967,366	....
Total .....	1,207,950,011	864,629,465	+	343,320,546	39.71
Class F—					
United States .....	140,305,378	92,766,511	+	47,538,867	51.25
Puerto Rico .....	1,215,090	10,000	+	1,205,090	....
Total .....	141,520,468	92,776,511	+	48,743,957	52.54
Class G—					
United States .....	83,280,105	15,972,379	+	67,307,726	421.40
Puerto Rico .....	290,342	2,500	+	287,842	....
Total .....	83,570,447	15,974,879	+	67,595,568	423.14
Total All Classes:					
United States .....	3,183,594,660	3,299,025,229	—	115,430,569	3.50
Puerto Rico .....	50,387,101	5,710,696	+	44,676,405	....
Grand Total .....	3,233,981,761	3,304,735,925	—	70,754,164	2.14
Little Cigars:					
All United States .....	78,763,574	83,615,653	—	4,852,079	5.80
Cigarettes:					
United States .....	157,504,914,704	177,303,708,430	—	19,798,793,726	11.17
Puerto Rico .....	26,615,360	2,902,040	+	23,713,320	....
Total .....	157,531,530,064	177,306,610,470	—	19,775,080,406	11.15
Large Cigarettes:					
United States .....	34,541,405	5,196,181	+	29,345,224	564.75
Puerto Rico .....	.....	800	—	800	....
Total .....	34,541,405	5,196,981	+	29,344,424	564.64
Snuff (lbs.):					
All United States .....	27,791,816	28,201,824	—	410,008	1.45
Tobacco (Chewing and Smoking) lbs.:					
All United States .....	183,999,986	175,584,814	+	8,415,172	4.79

\*Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

April, 1945



# Retail Tobacco Dealers' Newsletter

By ERIC CALAMIA

**M**ANY of the State Legislatures are in session this year and once again cigarettes and allied tobacco products are being considered as a means of raising additional revenue. No one will contradict the fact that cigarettes and cigars are one of the most heavily taxed items and we wish to point out to the members of this association the importance of watching legislative developments, which might, if not protested, result in the imposition of further taxes. If you will advise this office of any such developments, we will assist you in fighting new taxes.

Recently, the State of Maryland was considering the enactment of an enabling act permitting the City of Baltimore to place a 2-cent per package tax on cigarettes and a corresponding tax on other tobacco products. We have pointed out to the legislators the serious threat to the business of the small tobacco retailers and have informed retailers in that State to take a firm stand on this matter. Conditions today, with scarcities of merchandise seem to minimize the importance of preventing additional taxes, for the consumer will not protest paying a few cents more. However, it is our experience that once a tobacco tax is established it is a very difficult matter to have same rescinded and in the post war days, communities that have such taxes suffer from serious diversion of their business to non-tax areas. We can not urge too strongly that you watch legislative developments and that you do not hesitate to ask this office for assistance when such contingencies develop.

Recently, as you know, we sent out a questionnaire. The results from thirty states, in which we made this survey, show that 95 per cent. of the retail dealers have had no increase in the number of lower price cigars, since January 1st, of this year, when the new cigar regulation went into effect. As a result of this, we petitioned OPA for some modified workable formula that would encourage cigar production.

We stated: "Not only has Amendment No. 10 failed to make lower priced cigars available—it has had the effect of preventing the shipment and sale of cigars already manufactured in the higher priced brackets.

This is due to the fact that when a manufacturer finds he is about to exceed his average weighted price, he must, to prevent violation, hold back merchandise badly needed by the retailer. It is particularly true in the case of the largest manufacturers of popular brands.

We are not attempting to inject ourselves into the technicalities of manufacturing, but we do know that the net results are fewer cigars of any price and, as retailers, this is our problem."

Knowing that tobacco wholesalers were again pressing OPA to establish a ceiling price for cigarettes at the wholesale level, which would represent an increase of from one to two cents a carton to the retail dealers, we recently advised OPA of our opposition to this proposal.

We stated: "The wholesale tobacco distributors propose that this increase in price on cigarettes be absorbed by the retail dealer and not passed on to the consumer. Inasmuch as there has been no increase

in price accruing to the jobber from the manufacturer, there is no justification for this request. If your office acted favorably on this, you would in effect be discriminating against other branches of the industry and placing the tobacco jobber in a preferred position, which is hardly warranted under today's conditions."

In answer to our protest, we received a promise from OPA that no action would be taken without giving the retail dealers an opportunity to present their ideas and they assured us fair consideration.

## BETTER SPREAD OF CIGARETTES?

**T**HE so-called Woolley Plan for improving cigarette distribution, combined with the flood of court actions initiated by the New York Regional Office of Price Administration has resulted in a better spread of cigarettes in the New York City area, according to Eric Calamia, Retail Tobacco Dealers of America, Inc., spokesman for the retailers on the joint committee of retailers, jobbers and sub-jobbers.

At a meeting of the committee with Daniel P. Woolley, Regional OPA Administrator, discussion centered around the sale of loose cigarettes and the establishment of a base date jobbers would use to determine their allocations of cigarettes for the retailers.

The opinion was advanced by various members of the industry that consumer hoarding might be checked if all retailers were permitted to sell loose cigarettes. At this time only those dealers who sold loose cigarettes in March, 1942, may continue to do so.

Herman Oriel, Wholesale Tobacco Distributors of New York, Inc., proposed that the jobbers base period be set at January and February, 1944. Some of the retailers objected on the grounds that they bought heavily in December, 1943, in anticipation of holiday business and that as a result of the actual business their purchases were extremely light. The retailers in turn proposed a four-month base period from December, 1943 to March, 1944.

Mr. Oriel said he would present the retailers' proposal to the jobbers who are meeting on Saturday.

## SPIRIT OF 1945 FATHER'S DAY

Retailers are urged to publicize this year's Father's Day (June 17) differently than it has been publicized before. Instead of stressing the sale of merchandise, emphasize winning-the-war. Show the official poster, which signalizes this year's theme, Home Bonds. Make window-displays institutional, not "selling." It has been suggested by some merchants to devote one evening, 6 to 9, week of Father's Day, to war bond selling exclusively.

Father's Day in 1945 will be the fourth wartime Father's Day—actually the sixth if we count the two Father's Days in World War 1 in 1917 and 1918. The official plans made for this event stress help to our armed forces—and solidifying the future of the American Home.

# Why Popular Cigars Are Scarce

**R**ETAIL cigar counters will receive fewer low and medium-priced cigars of well-known brands. These sorely missed smokes are becoming scarcer, and OPA's latest cigar regulation, upon which the price-fixing agency based its promises to the public of more inexpensive cigars, not only has not produced more cigars but has thrown the industry into utter confusion.

This regulation granted price increases all the way up the scale from the lowest cheroot to the finest clear Havana. At the same time it created a roll-back device designed to control the industry's production at the same price levels existing during the first six months of 1943.

The roll-back device is an average price arrangement under which a manufacturer may sell only those cigars priced above it when he makes and sells enough cigars priced below to stay within his average. However, this measure, no matter how well-intentioned, comes too late to permit the industry to conform without serious dislocation.

Because of the serious manpower shortage, the mushroom growth of overnight "buckeye" or "war baby" shops and the stepped-up cost of raw materials, standard brand manufacturers have found that they cannot comply with the OPA regulation and at the same time meet the demands of the public, unless a realistic, practical and workable program is promptly evolved by OPA working in conjunction with them. In short, the industry is now in a squeeze.

Cigar makers, both hand craftsmen and machine operators, are paid on a piece-work basis. Higher priced cigars pay higher wages. Therefore, most manufacturers of popular brands are unable to roll back their labor to the production of cheaper sizes because the available number of cigar makers within the industry has dwindled to 60 per cent. of the payrolls existing immediately before the war. Further, WLB restrictions prevent manufacturers from paying their cigar makers the high rate to make lower-priced product. Labor will not make these low-priced cigars at the lower wage rate.

Most well-known cigars in the old 5 to 10-cent range are made by a few companies but when the first price rise was allowed by OPA in November, 1942, new cigar plants mushroomed all over the United States. Some sought to comply with existing OPA regulations. Many more did not bother and OPA's enforcement division was otherwise engaged. Those employing fewer than eight men and women were not then subject to WLB supervision. Others were, but paid no heed.

Hundreds of the so-called "buckeye" plants pirated employees from the dwindling manpower supply upon which the established manufacturer depended. They offered unheard-of wages. And the cigar counters of the nation were flooded with unheard-of merchandise—at inflated prices.

Thus began a spiral: fewer standard brands, more unknown brands, more workers leaving established factories to enter new plants, to make more money. OPA did practically nothing respecting enforcement and anybody who wanted to could and did set up shop in vacant stores, lofts, sheds—any place with space for a few hands to work.

During this critical period the established cigar factories were obliged to shift their production to their

own higher-priced lines. They were the firms producing cigars which measured up to Army and Navy standards and they were supplying approximately 30 per cent. of their entire output to U. S. armed forces all over the world.

Added to Government requests was an increasing civilian demand. Thus as fewer standard cigars appeared on Main Street counters, the door was opened wider to "war baby" brands, which in turn pirated still more manpower.

Simultaneously the price of raw materials was skyrocketing. Most domestic cigar leaf tobaccos rose to unprecedented heights before they were placed finally under OPA ceilings. Puerto Rican tobacco even now is not under price control. Imported Cuban tobaccos are not subject to price control at all and many of them have risen 200 per cent. or more above 1942 levels. Standard brand manufacturers have always purchased supplies from one to three years before their tobaccos are blended for manufacture. Not so the new "buckeye." He is in a market where raw materials are short. He buys when and where he can. He grabs manpower when he can get it. Inevitably his quality is both inferior and inconstant.

OPA's latest roll-back regulation is working a real hardship on the industry because:

1. Standard manufacturers do not have access to manpower which will make low-priced brands or sizes.
2. No effective enforcement of WLB or OPA rules against "war baby" plants is in evidence.
3. No new cigar machines can be made.
4. Used cigar machinery is operating at capacity as great as manpower will permit.
5. Raw materials are available at only the highest prices.

Thus, announced enforcement of the current OPA regulation, with its attendant threats of jail terms, triple damages and loss of license to manufacture has resulted in confusion within the industry.

Worse, for the smoker, is the inevitable curtailment in production of the most popular brands by industry leaders.

The cigar manufacturing industry has made every effort to cooperate with OPA in holding down inflation. Generally, its important producers have maintained the familiar quality of their product. The industry has met the requirements of all war agencies, and notwithstanding curtailed ability to produce, it has distributed its cigars equitably among distributors and retailers to the best of its ability.

*(The foregoing article, in which the Nation's leading cigar manufacturers describe the effect of the newest OPA regulations—why there may be fewer lower-priced, popular brand cigars on the civilian market in the immediate future, was issued by the Cigar Manufacturers Association, composed of leading producers of cigars in all price brackets and doing about 70 per cent. of the dollar volume in the industry.)*

## "RALEIGH ROOM" TO RETURN APRIL 24

"The Raleigh Room with Hildegard" program, now being heard from Chicago, will return to New York, April 24. Hildegard has been in Chicago filling a night club engagement for the past twelve weeks. "Raleigh Room with Hildegard" is sponsored by Brown & Williamson Tobacco Corp. to advertise Raleigh Tobacco and Cigarettes.



# KING EDWARD STILL THE BUY-WORD OF MILLIONS IN BIG-TIME ENJOYMENT AMERICA'S MOST POPULAR CIGAR

**JNO. H. SWISHER & SON, INC.**  
Cigar Manufacturers  
JACKSONVILLE, FLORIDA



## Old Belt Crop Highest Value On Record

**T**HE 1944 Old Belt flue-cured tobacco crop was heavy in volume, the quality was good, and it had the highest value of any Old Belt crop on record. According to the War Food Administration, North Carolina and Virginia Departments of Agriculture, season gross sales amounted to 234,463,612 pounds at an average of \$42.75, the value being slightly over 100 million dollars. In comparison with the 1943 crop, the previous high in value, the returns were 23.7 million dollars more, the general average was up \$1.84 per hundred, and the volume increased 47.4 million pounds.

Grade averages were below last year's levels in many instances while others showed gains. Most of the gains were made by lower quality grades and the increases ranged from \$1.00 to \$8.00. Wrappers were down \$3.00 to \$8.00 and cutters lost from \$1.00 to \$2.00. A majority of lemon and orange leaf grades declined \$1.00 while good to choice quality lugs were the same or \$1.00 lower. Smoking leaf prices fluctuated \$1.00. On the other hand, red and dark red leaf averages were unchanged to \$8.00 higher, most mixed leaf and lug grades advanced \$2.00 to \$4.00 and nondescript prices were up \$5.50 to \$8.25 per hundred.

Quality of the 1944 crop was better than that of the previous year. The proportion of fair and good

qualities increased while common and nondescript grades made up a smaller percentage of the offerings. However, this crop was heavier bodied, there being a larger proportion of orange and red tobaccos and less lemon.

Soon after the markets opened, the redrying plants became congested because of the labor shortage and extremely heavy sales.

### NEW LIGGETT & MYERS OFFICERS

G. W. Thompson and J. N. Wellman were elected vice-presidents, and H. E. White treasurer, Liggett & Myers Tobacco Co. announced today. All three are directors and have been with the company for many years.

Mr. Thompson succeeds G. W. Whitaker in New York in charge of the Eastern Sales Organization, while Mr. Wellman succeeds E. H. Thurston, who was in charge of the company's business in the Middle West, with headquarters in St. Louis. Messrs. Whitaker and Thurston recently retired in accordance with the Employees' Retirement Plan. Mr. White has been for several years assistant treasurer.

The Tobacco World

### LORILLARD'S POPULAR LEADERS



Enjoy a pleasing  
Cigarette!

## Old Gold

A superb blend of  
many choice tobaccos.



Apple "Honey"  
helps guard O.Gs.  
from Cigarette Dryness!

Lorillard Company America's oldest tobacco merchants—Established 1760

### OUR HIGH-GRADE NON-EVAPORATING CIGAR FLAVORS

Make tobacco mellow and smooth in character  
and impart a most palatable flavor

### FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS  
FRIES & BRO., 92 Reade Street, New York

### CIGAR BOXES

Tel. Algonquin 4-9532 Established 1875



### WHITE OWL RENEWS WILSON

General Cigar Company, in behalf of White Owl Cigars, has renewed its sponsorship of Earl Wilson, syndicated columnist, over the entire Mutual network, effective April 8. The program heard Sundays (10-10:15 P. M. E. W. T.), features outstanding personalities of the entertainment world as guest stars, with Paul Douglas acting as master of ceremonies. J. Walter Thompson is the agency servicing the account.

April, 1945

### SWITZERLAND'S OUTPUT GROWS

**I**NCREASED production of tobacco in Switzerland and continued imports of foreign leaf during most of the war period have enabled consumption of tobacco products at about the pre-war level, and consumer rationing has not been necessary. The country has continued to be largely dependent upon foreign sources of supply, and low imports since early 1944 have necessitated depleting stocks of foreign leaf.

The Cantons of Ticino, Fribourg, Vaud and Valais are the principal tobacco districts in Switzerland, but some leaf is produced in practically all the Cantons. The output is largely dark air-cured, and is used in the manufacture of both cigars and cigarettes. In 1943, production amounted to about 4.5 million pounds, from 2323 acres, and 1944 production is estimated to have been somewhat larger. Production during the years 1936-1940 averaged about 2.4 million pounds annually from about 1557 acres. Growers have enjoyed a ready market for their leaf, and prices have advanced materially above the 19-cent average in 1940. Prices for the 1943 crop averaged about 32 cents, and it is expected that 1944 crop leaf will sell at approximately the same level.

There are numerous tobacco factories in Switzerland, of which ninety-three manufacture various kinds of cigars, thirty-three specialize in pipe and cigarette tobacco, twenty-three produce cigarettes, and six snuff. Output of products during the war years indicates that consumption has been at about the pre-war level. It is reported that an increase in production of cigarettes has occurred, largely to offset the virtual cessation of imports from foreign countries. In 1943, domestic production of cigarettes totaled 3.2 billion pieces, as compared with 2.9 billion in 1942. No figures are available regarding cigar production in 1943, but in 1942, about 575 million cigars were manufactured. Production of pipe tobacco amounted to 5.8 million pounds in 1942. During the same year, about 49,000 pounds of snuff and chewing tobacco were manufactured.

Complete data covering Switzerland's foreign trade in leaf and products for the years since 1940 are not available. The country has experienced some difficulty in obtaining leaf supplies from Western Hemisphere countries but imports have been appreciable.

### LORILLARD OFFICERS AND DIRECTORS

At the annual meeting of stockholders of P. Lorillard Co., on March 13th, the following were elected directors of this company: Edgar S. Bowling, J. Strother Freeman, James A. Glascock, William J. Halley, Frank Hopewell, George H. Hummel, James T. Keel, Herbert A. Kent, Irvin H. Peak, F. Gladden Searle, Harold F. Temple, George D. Whitefield and Todd Wool.

At a board of directors' meeting on March 14th, the following officers were elected for the ensuing year: G. H. Hummel, chairman of the board; H. A. Kent, president; G. D. Whitefield, executive vice-president; E. S. Bowling, vice-president; Todd Wool, vice-president and secretary; W. J. Halley, vice-president and treasurer; J. S. Freeman, vice-president; L. E. Clemens, assistant secretary and assistant treasurer; T. L. Perkins, assistant secretary; E. C. Hunter, auditor; E. J. Kelly, assistant auditor, and F. H. Weiske, cashier.

9



## No Increase in Lower-Priced Cigars

**N**INETY-FIVE per cent. of 5,000 representative members of the Retail Tobacco Dealers of America, Inc., located in thirty states, have had no increase in the number of lower-priced cigars to offer the public since the first of this year and many complain that they are receiving fewer since the most recent OPA regulation went into effect on January 1, 1945, Eric Calamia, president of the RTDA, told the OPA in a letter addressed to Chester Bowles, OPA Administrator.

His letter reports the results of an RTDA survey and Mr. Calamia pleads for "some modified workable formula that will encourage cigar production" and warns "that time is of the essence."

The full text of the letter follows:

As its name and functions indicate, this association represents thousands of retail tobacco dealers throughout the country.

On their behalf and in the interests of the consuming public, the association wishes to call your attention to the disastrous effect upon our business of Amendment No. 10 to Price Regulation No. 260 (establishing a ceiling price on cigars).

This amendment became effective January 1, 1945, and was intended to make more cigars in the lower price brackets available. Up to now it has failed.

Recently we forwarded to 5,000 tobacco retailers in all sections of the country a questionnaire soliciting information with respect to this problem. Contained in this survey was the question: "Since January 1, 1945, have more cigars retailing at 15 cents or less been made available to you?"

To date we have heard from retailers in more than thirty states, and 95 per cent. have answered "No" or "Fewer Cigars" to the above question.

This conclusion has been further strengthened by personal contact with retailers throughout the New York metropolitan area, which market is a reliable barometer of conditions in the trade and an important outlet for the cigar manufacturers.

We feel that your office should know the results of this survey as we are gravely concerned with the existing cigar situation.

Not only has Amendment No. 10 failed to make lower priced cigars available—it has had the effect of preventing the shipment and sale of cigars already manufactured in the higher priced brackets.

This is due to the fact that when a manufacturer finds he is about to exceed his average weighted price he must, to prevent violation, hold back merchandise badly needed by the retailer. It is particularly true in the case of the largest manufacturers of popular brands upon whom retailers depend so greatly for their volume and reputation.

We are not attempting to inject ourselves into the technicalities of manufacturing, but we do know that the net results are fewer cigars of any price and, as retailers, this is our problem.

While the tobacco section of OPA has always expressed and evidenced a willingness to consider the industry's problems, past experience shows a distressing delay on the part of your agency before a corrective measure is finally approved even after it is recognized as necessary for the welfare of the industry and in the public interest.

We view with apprehension the diminishing supply of cigars. Therefore, we respectfully urge that OPA give this matter prompt consideration and approve some modified *workable* formula that will encourage cigar production. Time is of the essence.

### MANUAL FOR DISTRIBUTORS

By JOSEPH KOLODNY

**T**HE NATD proposes to begin the preparation shortly of an Operations Manual for Distributors. When completed, this manual will be made available to all the members of the Association and, we believe, it will constitute a major contribution in aiding each distributor to plan his post-war operations intelligently.

In developing the material which will be embraced in the manual, we shall take into account every factor—directly or indirectly—that will have an influence or bearing on the future successful operation of a Wholesale Tobacco Distributor.

Pending preparation of this manual, and in view of the numerous requests from our members for data which may be of immediate use to them, we feel it is opportune to present a broad outline of a plan that can be utilized as a general guide by any service distributor. We wish to emphasize, however, that this is intended only as a sort of preview of the kind of material which will go into the Operations Manual.

In order to present our ideas in a concrete and practical manner, we will make use of figures and percentages which, of necessity, must be largely supposititious. They will serve, however, to convey our meaning interestingly and graphically.

For the purpose of this discussion, let us, therefore, consider an imaginary distributing firm which we shall designate as House "X." We will set forth the basic facts and features of this hypothetical firm. It should be borne in mind, however, that these figures are intended to apply to a normal period of operation and not the present war period when both volume and costs are artificially high.

1. House "X" is a full service distributor.
2. *Capital investment* of the firm is \$75,000.
3. The *territory* served has a population of 1,000,000, of which 65 per cent. is urban and 35 per cent. suburban and rural. The area served is within a radius of 60 miles.
4. The *number of retail tobacco outlets* in the territory is 8,000.  
The *number of accounts* serviced by the firm is 2,500.
5. *Annual sales volume* of House "X" consists of:  
Cigarettes ..... \$1,300,000  
Cigars ..... 500,000  
Confectionery ..... 120,000  
Pipes and Sundries ..... 80,000

Total ..... \$2,000,000

6. *Annual gross profit* is:  
Cigarettes ..... \$65,000  
Cigars ..... 40,000  
Confectionery ..... 14,400  
Pipes and Sundries ..... 14,000

Total ..... \$133,400

The Tobacco World

## 3 Questions Every Cigar Smoker is Asking—

### and Our Answers:

In every city, town and crossroads village, cigar smokers are puzzled and seeking answers to three questions which come up every time they buy a cigar. While dealers are doing their best to explain, millions of cigar smokers do not understand the complete situation.

In an effort to clear up these questions in the minds of smokers, and with a view to having Phillie smokers know the real facts, we are repeating the three questions cigar smokers are asking, and the answers to these questions insofar as Phillie are concerned.

#### Question 1:

"Why can't I get more of my favorite brand of cigar?"

**Answer:** Since Pearl Harbor, the Army and Navy have received requests from our fighting forces for more and more cigars. As a result, a larger number of Phillie goes to the Armed Forces, here and overseas, than any other cigar in America. This explains the scarcity of Phillie and why your dealer cannot always supply you with Phillie. We don't believe there is a cigar smoker in America who wouldn't rather have our boys in service enjoy the cigar they prefer than be able to smoke it himself.

#### Question 2:

"Where do they all come from—those new cigars I never heard of before selling for 18c, 23c, and even as high as 3 for \$1?"

**Answer:** Over ten years ago Bayuk, by reducing the price of Phillie, led the way in giving to smokers of America a quality cigar at a popular price. This policy has been and will be maintained.

Before the war we introduced Phillie De Luxe to meet the demand for Phillie in a different shape. Since the war, no discarded brand has been resurrected nor has any new size of any brand been manufactured by Bayuk in order to get a higher price for our cigar production.

It is our intention to continue to place the facilities of our plants and direct our operations towards the production of Phillie Perfecto 2 for 15c and Phillie De Luxe 10c.

#### Question 3:

"Hasn't the quality and value of cigars been reduced?"

**Answer:** Ever since 1933 a guarantee of the tobaccos used in Phillie has appeared on the lid of every box. During the war period we could have saved millions of dollars by using inferior-quality tobaccos and taking short-cuts in preparing our cigars for the smoker. Every Phillie going out of our plants today is made under exactly the same exclusive processes that have been used for years past, and Phillie tobacco is of the same quality and is aged and cured in exactly the same way as before the war.

Every smoker can be sure that Phillie's guarantee means today exactly what it has meant since 1933.

We believe the smokers of America, and particularly the millions of loyal Phillie smokers, are entitled to know the facts. We repeat what we have said in the answers above—it is the intention of this Company to continue to provide the public with as many Phillie as possible, selling at a price as low as possible, and of a quality unequalled in its price class.

*Bayuk Cigars Inc.*

Makers of

**PHILLIES**  
*America's No. 1 cigar*

**NOTICE TO DEALERS:** We have received hundreds of requests for reprints of the above advertisement which appeared in newspapers throughout the PHILLIES territory and, realizing thousands of dealers would like to have a copy, available for use in explaining the present day cigar situation to their customers, we are glad to reprint the advertisement. **BAYUK CIGARS INC.**





We can all see with the naked eye that the Payroll Savings Plan provides the most stable method of war financing. Analyze it under the X-ray of sound economics and other important advantages are evident.

A continuous check on inflation, the Payroll Savings Plan helps American Industry to build the economic stability upon which future profits depend. Billions of dollars, invested in War Bonds through this greatest of all savings plans, represent a "high level" market for postwar products. Meanwhile, putting over Payroll Savings Plans together establishes a friendlier re-

lationship between management and labor.

To working America the Payroll Savings Plan offers many new and desirable opportunities. Through this systematic "investment in victory," homes, education for their children and nest eggs for their old age are today within the reach of millions.

The benefits of the Payroll Savings Plan to both management and labor are national benefits. Instilling the thrift principle in the mind of the working men and women, the Payroll Savings Plan assures their future security—and is a definite contribution to the prosperity of postwar America!

*The Treasury Department acknowledges with appreciation the publication of this message*

*This is an official U.S. Treasury advertisement prepared under the auspices of Treasury Department and War Advertising Council.*



When they step up to your counter, be sure they—

Make a date with **MODEL**



Smells better in the pouch—  
Smokes better in your pipe

United States Tobacco Company

New York • Chicago • Nashville • Richmond • San Francisco

#### 7. Cost of operation:

(a) Sales (10 salesmen are paid weekly salaries of \$55 plus P. Ms. which enable them to earn from \$70 to \$80 weekly)	\$40,000
(b) Receiving and Shipping (including all vehicle costs)....	25,000
(c) Administration and Office expenses (excluding executive salaries) .....	15,000
(d) Executive salaries .....	20,000

Total expenses ..... \$100,000

8. Net profit ..... \$33,400  
(or 1.67% of sales)

House "X", as has been noted, is now servicing 2500 out of a potential 8000 retail outlets in the territory. The management estimates there are at least 5000 outlets qualified to retail all or some of the products distributed by the firm. How shall we proceed to acquire these additional accounts?

First, a comprehensive, flexible and carefully thought-out expansion program should be projected for a period of five years. This job, if done intelligently, cannot be merely a flash in the pan but ought to be planned on a long-range basis.

Here are the steps to be taken:

(1) Obtain a good size map of your territory and plot out the zones for the number of salesmen you expect to have at the end of five years. That gives you a physical picture of your objective.

(2) Estimate the potential volume of sales which each zone will produce, allowing for a reasonable increase in each of the five years.

(3) Then ascertain the number of your present and potential customers in each zone, and determine approximately how many of them you will service on a semi-weekly, weekly and semi-monthly basis.

(4) Next, decide to what extent it will be necessary to gradually increase the size of your sales force. Since ten salesmen are needed by House "X" to contact and service 2500 accounts, the firm will need double, or nearly double, that number to take care of 5000 accounts. When the plan is put into effect, one or two salesmen may be added periodically and assigned to zones which have been set up by reducing the size of the other salesmen's territories. It might

(Concluded on Page 14)

April, 1945

#### SPRUCE LUMBER for CIGAR BOXES

It's Brighter - for the Eye  
It's Lighter - for Shipping  
It's Better - for the Cigars

SPECIFY SPRUCE

Uptegrove Lumber Co.

Cigar Box Lumber for 72 years

15 Washington St.

Newark, N. J.

Established 1886

"BEST OF THE BEST"

VERY

OPTIMO  
CIGARS

MILD

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

#### AUTOKRAFT CIGAR BOXES

Boite Nature Novelty  
Cedar Chests Wrapped

Are Outstanding In  
Quality-Design-Cost

**AUTOKRAFT BOX CORP.**

Lima, Ohio Hanover, Pa.  
Chicago, Ill. Philadelphia, Pa.  
Detroit, Mich. Hellam, Pa. Wheeling, W. Va.



## Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

### Schedule of Rates for Trade-Mark Services Effective April 1, 1916

Registration,	(see Note A),	\$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of \$2 will be made to members of the Tobacco Merchants Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar (\$1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars (\$2.00) will be made and so on additional charge of One Dollar (\$1.00) will be made for every ten (10) additional titles necessarily reported.

### TRANSFERRED REGISTRATIONS

**DON ARCO**—36,815 (United Registration Bureau for the Tobacco Industries). For cigars, cigarettes, cheroots, and tobacco. Registered by the American Lithographing Company, New York, N. Y., on August 5, 1911. Acquired by mesne transfers by the Wiedman St. Louis Cigar Box Co., which was succeeded by the Autokraft Box Corp., Philadelphia, Pa.

**PROMINENCE**—20,977 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots, and tobacco. Registered by Joseph Weinreich, Dayton, Ohio, on February 24, 1899. Through mesne transfers acquired by Nicholas Mimikos, Detroit, Mich. Re-transferred to Havana Cigar Mfg. Co., Detroit, Mich., on March 14, 1945.

**FANFARE**—20,951 (U. S. Tobacco Journal). For cigars and cheroots. Registered by the Calvert Litho. Co., Detroit, Mich., on February 22, 1899. Acquired by the American Box Supply Co., Detroit, Mich., and transferred by that company to the Consolidated Litho. Corp., Brooklyn, N. Y., on March 3, 1945.

### Internal Revenue Collections for February

Source of Revenue	1945	1944
Cigars, including floor tax	\$ 3,011,044.12	\$ 2,548,414.48
Cigarettes, including floor taxes	58,416,837.36	60,994,377.27
Snuff	700,592.28	631,207.63
Tobacco, chewing and smoking	3,816,220.70	3,209,961.61
Cigarette papers, tubes and leaf dealer penalties	101,966.32	85,857.18

### RHODESIA'S BIG CROP

The 1944-45 crop of Turkish leaf tobacco in Southern Rhodesia may reach a record 5,000,000 pounds, or more than double the estimated 1943-44 outturn of 2,300,000 pounds. Production during the five years 1938-1939 through 1942-1943 averaged 1,256,000 pounds.

The cultivation of Turkish leaf in Southern Rhodesia was begun before World War I, but for many years the output remained fairly constant at about 300,000 pounds, just sufficient to meet the requirements of South African tobacco manufacturers for this class of leaf. During the middle 1930's, however, demands from overseas encouraged growers to expand their acreages, and since the beginning of the present war production has shown a steady increase.

The United Kingdom supplanted the Union of South Africa as the principal market for Southern Rhodesian Turkish leaf during the immediate pre-war years. Exports to the Union ceased entirely in 1939, because of the latter's refusal to continue a 200,000-pound duty-free import quota. Although exact data are not available regarding exports since 1941, reports indicate that larger exports to the United Kingdom, the United States, and Canada have more than offset the loss of the nearby South African market. Southern Rhodesian growers have become particularly interested in the large potential demand from United States manufacturers.

## TOBACCO TRADE ORGANIZATIONS

### TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES



JESSE A. BLOCH, Wheeling, W. Va. .... President  
WILLIAM BEST, New York, N. Y. .... Chairman Executive Committee  
ASA LEMLEIN, New York, N. Y. .... Treasurer  
CHARLES DUSHKIND, New York, N. Y. .... Counsel and Managing Director  
Headquarters, 341 Madison Ave., New York City

### CIGAR INSTITUTE OF AMERICA

ALBERT H. GREGG ..... President  
EVERETT MEYER ..... Vice-President  
D. EMIL KLEIN ..... Treasurer  
SAMUEL BLUMBERG ..... Secretary  
H. W. McHOSE ..... Director  
Headquarters, 185 Madison Ave., New York City

### THE NATIONAL ASSOCIATION OF TOBACCO DISTRIBUTORS, INC.

FRED W. WINTER ..... Chairman of the Board  
J. RENZ EDWARDS ..... President  
HENRY GUNST ..... Vice-President  
STANLEY STACY ..... Treasurer  
JOSEPH KOLODNY, 200-5th Ave., New York, N. Y. .... Executive Secretary

### NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

BEN L. LASCHOW, 862 East Fifteenth St., Brooklyn, N. Y. .... President  
R. L. McCORMICK, 52 Klein Ave., Trenton, N. J. .... First Vice-President  
W. H. KOCH, 1404 Mt. Royal Ave., Baltimore, Md. .... Second Vice-President  
ALBERT FREEMAN, 25 West Broadway, New York, N. Y. .... Treasurer

### RETAIL TOBACCO DEALERS OF AMERICA, INC.

ERIC CALAMIA, 84 Williams St., New York, N. Y. .... President  
WILLIAM A. HICKEY ..... Treasurer  
MALCOLM FLEISHER ..... Secretary  
SEIGFRIED F. HARTMAN ..... Counsel

### CIGAR MANUFACTURERS ASSOCIATION OF AMERICA, INC., 200 Fifth Ave., New York, N. Y.

ALVARO M. GARCIA ..... President  
WALTER E. POPPER ..... Treasurer  
SAMUEL BLUMBERG ..... General Counsel  
Executive Committee—Alvaro M. Garcia (Ex-Officio), D. Emil Klein, Everett Meyer, Walter Popper, Arthur A. Schwartz and Harry Wurman.

### THE YORK COUNTY CIGAR MANUFACTURERS ASSOCIATION

CHARLES STUMP, Red Lion, Pa. .... President  
ARTHUR MCGUIGAN, Red Lion, Pa. .... Vice-President  
RUSSELL S. STINE, Red Lion, Pa. .... Secretary  
A. S. ZIEGLER, Red Lion, Pa. .... Treasurer

### FLORIDA CIGAR MANUFACTURERS ASSOCIATION

ARMANDO RODRIGUEZ ..... President  
FRANCISCO GONZALEZ ..... Vice-President  
JOHN LEVY ..... Treasurer  
FRANCIS M. SACK, Tampa, Fla. .... Secretary

### INDEPENDENT RETAIL TOBACCONISTS' ASSOCIATION

E. H. SNYDER ..... President  
J. GROSSMAN ..... First Vice-President  
IRVING MALITZKY ..... Second Vice-President  
EDWARD SEIGEL ..... Financial Secretary  
ALEXANDER DAVIS ..... Treasurer  
L. CHERNOW, 36 West 44th Street, New York, N. Y. .... Secretary

### TOBACCO SALESMEN'S ASSOCIATION OF AMERICA, INC.

JACK EDELSTEIN ..... President  
HARRY ABRAMS ..... Treasurer  
LEO RIEDERS, 604 West 162nd Street, New York, N. Y. .... Secretary

## MANUAL FOR DISTRIBUTORS

(Concluded from Page 13)

be advisable to draw up a timetable and plan to add one or perhaps two salesmen every six months. (Be mindful that in the process of rezoning the territory, allowance must be made for a temporary drop in the volume of the salesmen whose territories are constricted and also time for the new men to develop a profitable volume.)

(5) Set up a volume and profit expectancy for each zone for a specific period.

(6) Also set up a weekly or daily accounting of the gross profit derived from sales according to zones. This is necessary in order to obtain an accurate picture of how the plan is working.

(7) Set aside a reserve for territorial and zone developments.

We have intended at this time only to present a sketchy outline of a conservative and sound expansion program. The various steps which will be taken by hypothetical House "X" in developing this plan, will be worked out in minute detail in the Operations Manual.

Here's how  
B & W helps you to  
keep your customers  
happy in spite of  
the shortages.

There's good will galore for you in this entertaining "Slangue" advertisement for Raleigh Cigarettes. It's appearing in leading newspapers from coast to coast. Take a look at the copy and see how often it reminds your customers that, although Raleighs are temporarily off your shelves, they're the cigarette worth waiting for...the cigarette with *quality* to burn!

BUY MORE WAR BONDS

TUNE IN Hildegard Tuesdays,  
"People Are Funny" Fridays,  
NBC Network.

## Cigarette shortage "SLANGUE"

To help you discuss the cigarette shortage  
"intelligently," we offer this list of new words

**STOOPIES**... the kind of cigarettes kept under the counter... usually a popular brand like Raleighs.

**SNIPER**... the guy who stands around a store watching until someone gets a pack... then swoops down and demands his.

**GREENIES**... cigarettes made from new tobacco that hasn't been given a chance to age properly. (If you get Raleighs you know they're still made from fine, fully-aged tobaccos.)

**LINEMAN**... the fellow who gets into a cigarette line without knowing what the line is all about.

**OPTIMIST**... a gal who still expects to get a book of matches with every pack of cigarettes.

**PIN-UP BOY**... a fellow who holds his Raleigh with a pin to enjoy this cigarette down to the very last puff.

**PIN-UP GIRL**... a female ditto.

**HEEL**... a gent who'd take your last Raleigh.

**GOOD SOUL**... a fellow who'd give you his last Raleigh.

**CHAIN SMOKER**... a gent who smokes six cigarettes all in one day.

**CURIO COLLECTOR**... a guy who always seems to have brands of cigarettes you never heard of before. (Someday he'll discover Raleighs and give up his expensive hobby).

**PUFFER**... the bird who's always bragging that he knows where to get cigarettes, but he ain't telling.

**HERO**... the cigarette-stand man who still hasn't asked you, "Don't you know there's a war on?"

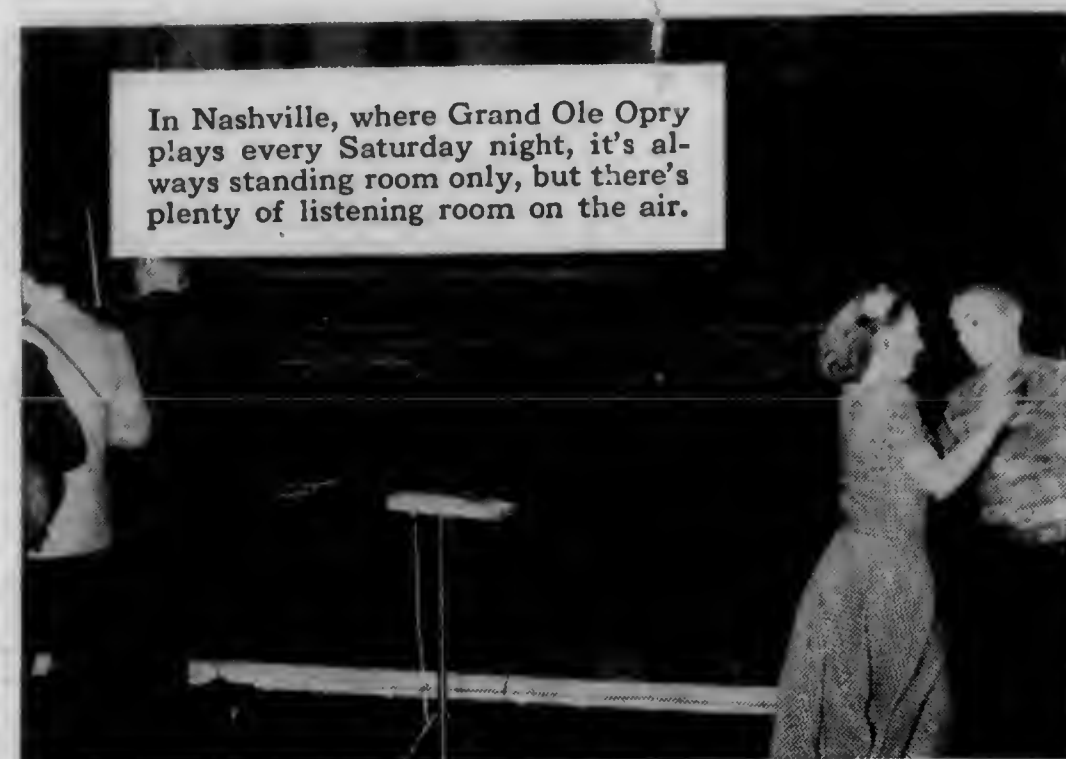
**STEADY CUSTOMER**... a guy the cigarette-stand man has never seen before.

Raleigh



...the cigarette with  
quality to burn





In Nashville, where Grand Ole Opry plays every Saturday night, it's always standing room only, but there's plenty of listening room on the air.



"Little Rachel" does an old-time breakdown... yes, folks turn on millions of radios every Saturday night to hear the "real thing" in folk music.



From the first musical note until curtain, Grand Ole Opry works for you—to help you sell more Prince Albert, to pipes, for roll-your-owns.



The Old Hickory Singers, with their barber shop harmony, are just one of many all-star features in this all-time hit. Listen to "Opry" yourself.



## LISTENING ROOM ONLY!

Millions of folk-music fans turn out and tune in every Saturday night for this long-run hit of the air waves—

# PRINCE ALBERT'S GRAND OLE OPRY

Minnie Pearl—Prince Albert's Girl Reporter from Grinders Switch. She rolls 'em in the aisles with her mad hunt for a man!

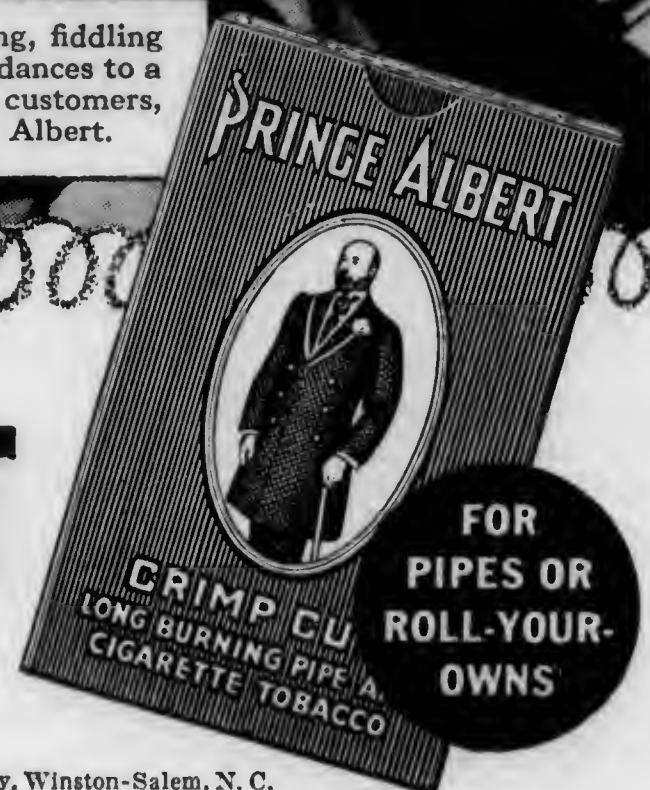
Roy Acuff—Opry's singing, fiddling M.C. He calls the square dances to a turn... calls in plenty of customers, too, for you... for Prince Albert.

NBC NETWORK  
EVERY  
SATURDAY NIGHT  
TO HELP YOU SELL  
MORE AND MORE

# PRINCE ALBERT

THE NATIONAL JOY SMOKE

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



2. J. J. J. J.  
3. H. H. H. H.  
4. H. H. H. H.  
5. H. H. H. H.  
6. H. H. H. H.  
MAY 1945

1945

# TOBACCO WORLD

LIBRARY  
CURRENT SERIAL RECORD  
JUN 14 1945  
DEPARTMENT OF AGRICULTURE

## CIGARS SHOW GAIN, CIGARETTES LOSS, IN MARCH REPORT

Cigars, large cigarettes, chewing and smoking tobacco continue to show increases; little cigars, cigarettes and snuff to register declines, in the comparative data of tax-paid products, analyzed by the Tobacco Merchants Association of the U. S.

In March, cigars of all classes totaled 426,399,573, as compared to 420,881,067, an increase of 5,518,506, or 1.31 per cent.

Large cigarette output was multiplied more than 10 times, the total growing from 829,426 to 8,472,783. Chewing and smoking gained a substantial 28.43 per cent.

Cigarettes totaled 18,693,258,791, as compared to 19,956,000,794, a drop of 1,262,742,003, or 6.33 per cent.

The loss in little cigars was 31.53 per cent., while that in snuff was 1.23 per cent.

ESTABLISHED  
1881



# Lucky Strike Means Fine Tobacco...



"Boy, That's Tobacco!" Painted from life in the tobacco country by James Chapin.

**YES! Lucky Strike Means Fine Tobacco!**

**So Round, So Firm, So Fully Packed—  
So Free and Easy on the Draw...**



Copyright 1944, The American Tobacco Company

HOBART B. HANKINS—Editor

Business Manager—B. S. PHILLIPS

# THE TOBACCO WORLD

Vol. 65

MAY 1945

No. 5

**A** GENTLEMAN, a scholar and a good judge of tobacco was lost to the tobacco industry and trade on April 7th, when Harry S. Rothschild departed this life. He was 79 years old. A respected figure among cigar and tobacco men for many years, Harry Rothschild was born in Detroit, son of Sigmund Rothschild, pioneer importer of Sumatra tobacco and packer of cigar leaf tobacco. He became associated with his father's business at an early age and became manager of the company's New York office. He then became the manufacturer of La Magnita cigar, in association with the late Sol Furgateh. Later, he and Charles P. Boldt organized the Waldorf-Astoria Segar Co. His other prominent connections were with the cigar leaf house of Cullman Bros., as president of Bayuk Cigars, Inc., and as partner in the firm of Rothschild-Samuels-Duignan. He was an ornament to the industry. May he rest in peace!

**T**HE tobacco industry shows the smallest percentage of proposed change in product or method, but leads all others in plans to expand sales territories, according to an analysis of recently tabulated responses of wholesalers and manufacturers to a nationwide questionnaire on post-war plans by Dun and Bradstreet. The automotive and transportation equipment lines, chemicals, electrical machinery, rubber and transportation equipment industries, indicate the highest percentage of planned change.

**L**ETTERS recently received by the Wrigley Co. emphasize that in these days of shortages and substitutes, good retailers everywhere are more than ever aware of the value of famous trade-marks. They realize that a quality product's reputation, built over a period of many years, must be carefully guarded at all times, and particularly during wartime. When the company announced that it had stopped making Wrigley's Spearmint, Doublemint and Juicy Fruit, in order to protect these brands while prewar quality materials are not available, many merchants wrote letters of approval. Commenting on advertised brands and substitutes, one retailer wrote: "It has always seemed to me the height of folly to build over long years a reputation for a product and then jeopardize that reputation by tampering with formula or quality of ingredients. Far better to withdraw the product if it cannot be produced in its original quality. At least, then, no one can say it is no longer any good or come to the conclusion that the manufacturer is taking advantage of a situation to make money with inferior ingredients and that he could probably get the originals if he really tried. Having withdrawn it, the

product can be offered again with, if anything, added prestige, proof having been given that regardless of conditions there will be no compromise on its quality. Confidence in a product is of inestimable value. Abuse of it will remain long after conditions which have caused it have been forgotten." Through its advertising, Wrigley is making certain that no one forgets its standard brands have always stood for the highest quality and always will. The advertising is featuring the trade-marks and the wrappers, promising the return of the quality products themselves only when the company can produce gum of prewar quality. In the meantime, Wrigley is making a good, wholesome wartime product, offered, in the interest of fairness, to wholesalers at a lower price than the discontinued standard brands.

**J**ACK BENNY is going overseas again. The NBC comedian has announced that he will make another tour of the fighting fronts this summer under the auspices of USO. For security reasons the date of his departure and the fronts he will visit cannot be made known at this time. Summer replacement for his Sunday night show will be Wayne King and his Orchestra. Replacement will be for 17 weeks and will start Sunday, June 3. Show will originate in Chicago. Jack Benny is sponsored by the American Tobacco Co. to advertise Lucky Strike cigarettes.

**M**ARY WHEELER LAUMAN, former secretary and research assistant of the Cigar Institute of America, recently was commissioned a Second Lieutenant in the history-making Marine Corps, at Camp Lejeune, N. C. She was a member of the 20th officer candidates' class of the Marine Corps Women's Reserve. Other Cigar Institute staff members now serving in the armed forces are: Lt. Gordon Hopf, U. S. N. R., former institute western field supervisor, who is stationed in the Philippines, and Staff Sgt. Gene Raymond, erstwhile institute eastern supervisor, of the Harbor Craft Detachment in the Aleutians.

**P**OPULAR Pat O'Brien, movie and USP star, sets a new cigar-smoking record as he nabs the murderer in his new picture, RKO Radio's "Having Wonderful Crime." Pat, whose 1943-44 production, "The Iron Major," was posterized as a Cigar Institute "Picture of the Month," lit his 100,000th cigar while making his new picture. Pat O'Brien has devoted a great deal of his time to entertaining servicemen and women as a topnotch star.

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# March Report of Tobacco Products

Product	Month of March			Increase or Decrease	
	1945	1944		Quantity	Per Cent.
Cigars:					
Class A—					
United States .....	3,188,952	19,014,300	—	15,825,348	83.23
Puerto Rico .....	.....	700,200	—	700,200	....
Total .....	3,188,952	19,714,500	—	16,525,548	83.82
Class B—					
United States .....	42,290,800	22,850,470	+	19,440,330	85.08
Puerto Rico .....	1,115,000	.....	+	1,115,000	....
Total .....	43,405,800	22,850,470	+	20,555,330	89.96
Class C—					
United States .....	81,425,223	189,050,795	—	107,625,572	56.93
Puerto Rico .....	2,178,455	358,650	+	1,819,805	....
Total .....	83,603,678	189,409,445	—	105,805,767	55.86
Class D—					
United States .....	136,633,047	22,018,270	+	114,614,777	520.54
Puerto Rico .....	2,901,750	150	+	2,901,600	....
Total .....	139,534,797	22,018,420	+	117,516,377	533.72
Class E—					
United States .....	124,824,719	146,731,651	—	21,906,932	14.93
Puerto Rico .....	2,512,150	531,375	+	1,980,775	....
Total .....	127,336,869	147,263,026	—	19,926,157	13.53
Class F—					
United States .....	14,629,225	16,414,949	—	1,785,724	10.88
Puerto Rico .....	153,550	.....	+	153,550	....
Total .....	14,782,775	16,414,949	—	1,632,174	9.94
Class G—					
United States .....	14,528,577	3,210,257	+	11,318,320	352.57
Puerto Rico .....	18,125	.....	+	18,125	....
Total .....	14,546,702	3,210,257	+	11,336,445	353.13
Total All Classes:					
United States .....	417,520,543	419,290,692	—	1,770,149	.42
Puerto Rico .....	8,879,030	1,590,375	+	7,288,655	....
Grand Total .....	426,399,573	420,881,067	+	5,518,506	1.31
Little Cigars:					
All United States .....	10,407,000	15,200,000	—	4,793,000	31.53
Cigarettes:					
United States .....	18,679,252,971	19,956,000,394	—	1,276,747,423	6.40
Puerto Rico .....	14,005,820	400	+	14,005,420	....
Total .....	18,693,258,791	19,956,000,794	—	1,262,742,003	6.33
Large Cigarettes:					
United States .....	8,472,783	829,426	+	7,643,357	921.52
Puerto Rico .....	.....	.....	.....	.....	....
Total .....	8,472,783	829,426	+	7,643,357	921.52
Snuff (lbs.):					
All United States .....	4,037,382	4,087,729	—	50,347	1.23
Tobacco (Chewing and Smoking) lbs.:					
All United States .....	23,007,299	17,914,051	+	5,093,248	28.43

\* Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

The Tobacco World

# 9 Months' Report of Tobacco Products

		1st Nine Months			
Product		Fisc. Yr. End. 6/30/45	Fisc. Yr. End. 6/30/44	Increase or Decrease	
				Quantity	Per Cent.
Cigars:					
Class A—					
United States		80,693,052	198,573,128	—	117,880,076
Puerto Rico		2,201,132	1,517,920	+	683,212
Total		82,894,184	200,091,048	—	117,196,864
Class B—					
United States		256,026,103	298,936,795	—	42,910,692
Puerto Rico		2,449,700	36,500	+	2,413,200
Total		258,475,803	298,973,295	—	40,497,492
Class C—					
United States		1,007,860,112	1,921,103,637	—	913,243,525
Puerto Rico		19,623,855	3,872,775	+	15,751,080
Total		1,027,483,967	1,924,976,412	—	897,492,445
Class D—					
United States		688,931,438	160,923,300	+	528,008,138
Puerto Rico		12,888,670	383,850	+	12,504,820
Total		701,820,108	161,307,150	+	540,512,958
Class E—					
United States		1,314,861,213	1,010,414,965	+	304,446,248
Puerto Rico		20,425,667	1,477,526	+	18,948,141
Total		1,335,286,880	1,011,892,491	+	323,394,389
Class F—					
United States		154,934,603	109,181,460	+	45,753,143
Puerto Rico		1,368,640	10,000	+	1,358,640
Total		156,303,243	109,191,460	+	47,111,783
Class G—					
United States		97,808,682	19,182,636	+	78,626,046
Puerto Rico		308,467	2,500	+	305,967
Total		98,117,149	19,185,136	+	78,932,013
Total All Classes:					
United States		3,601,115,203	3,718,315,921	—	117,200,718
Puerto Rico		59,266,131	7,301,071	+	51,965,060
Grand Total		3,660,381,334	3,725,616,992	—	65,235,658
Little Cigars:					
All United States		89,170,574	98,815,653	—	9,645,079
Cigarettes:					
United States		176,184,167,675	197,259,708,824	—	21,075,541,149
Puerto Rico		40,621,180	2,902,440	+	37,718,740
Total		176,224,788,855	197,262,611,264	—	21,037,822,409
Large Cigarettes:					
United States		43,014,188	6,025,607	+	36,988,581
Puerto Rico			800	—	800
Total		43,014,188	6,026,407	+	36,987,781
Snuff (lbs.):					
All United States		31,829,198	32,289,553	—	460,355
Tobacco (Chewing and Smoking) lbs.:					
All United States		207,007,285	193,498,865	—	13,508,420

\* Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

May, 1945



## Cuba's 1944 Crop Set New Record

**T**HE year 1944 was one of the most prosperous in the long history of the Cuban tobacco industry. Heavy demands for leaf, both for export and for the domestic market, pushed prices to high levels, and encouraged growers to plant one of the largest acreages on record in the fall of 1944 for harvest in the early months of 1945. Latest reports, however, indicate that a continued drought during the 1944-45 growing season will result in reduced yields, and the total outturn for the current season is not expected to exceed the 1943-44 crop.

In 1943-44, the extremely large acreage and favorable growing conditions resulted in the largest production since 1930-31. Revised figures place the 1943-44 crop at about 65.7 million pounds, as compared with preliminary estimates of about 59.5 million pounds. No data have been released by the Tobacco Commission regarding the actual 1944-45 acreage and production. Reports indicate that plantings were 30-40 per cent. above those for 1943-44. Hurricane damage to seed beds, which necessitated extensive replantings, the loss of fertilizers, and widespread drought conditions have made the 1944-45 production outlook less favorable.

Tobacco ranks second to sugar in Cuba as an export crop. Most of the country's tobacco exports are in the form of leaf and cigars. The European markets for Cuban leaf have been largely cut off during the war, but larger exports to the United States have more than offset the loss of those markets. In 1944, total exports of leaf amounted to 32.4 million pounds, valued at \$33,743,000, of which about 28.9 million pounds, or approximately 89 per cent., were destined to the United States. Other principal destinations for leaf exports were Argentina, Canada, the Canary Islands, and Chile. In 1943, exports of leaf amounted to 34.4 million pounds, valued at \$22,841,000. Much higher prices in 1944 resulted in the sharply increased export valuation. During the prewar period, 1935-1939, total exports of leaf averaged 27.7 million pounds annually, of which only about one-half went to the United States.

Exports of cigars from Cuba in 1944 totaled 181.3 million pieces, valued at \$17,827,000, as compared with 65.9 million, valued at \$5,444,000, in 1943. The United States took 158.3 million cigars in 1944, largely due to substantial purchases for the armed services. Spain ranked second as a market for cigars in 1944. Exports of cigarettes in 1944, principally to Panama and Peru, totaled 36.7 million pieces, as compared with 26.7 million in 1943. Exports of pipe tobacco during both years were insignificant.

Exact data regarding prices paid to growers for Cuban leaf are not available, but the average yearly valuation of leaf exports to the United States indicates the trend of prices. These valuations reveal that prices for export wrapper in 1944 averaged about 10 per cent. higher than in 1943; for stemmed filler, about 27 per cent.; for unstemmed filler, nearly 60 per cent.; and for scrap, about 75 per cent. Reports indicate that prices for all these commodities in December, 1944, were considerably higher than at the beginning of that year. Since January 1, 1945, there has been a slight decline in prices, but prospective low yields for the 1944-45 season have worked to check the decline.

Wartime prosperity has stimulated the consump-

tion of tobacco in Cuba. Consumption of cigarettes has shown a steady increase in recent years, and a record total of about 6.9 billion pieces, nearly all from domestic production, were consumed in 1944, as compared with 6.4 billion in 1943. This sharp increase in cigarette consumption occurred in spite of a considerable rise in retail prices, and more than offset a decline in the consumption of cigars, which totaled about 240 million pieces in 1944, as compared with 255 million in 1943. Consumption of pipe tobacco rose to 196,000 in 1944, from 186,000 pounds in 1943.

In terms of leaf used by manufacturers, the total consumption of all tobacco products made in Cuba in 1944 is estimated at about 24.9 million pounds (unstemmed equivalent), or slightly more than the estimated 1943 usage of 24.1 million pounds. The corresponding estimate of average annual usage during the five years, 1937-1941, amounts to only 18.4 million pounds.

No exact data regarding stocks of leaf in Cuba are available, but the large exports of 1943 and 1944, and increased domestic consumption, indicate that stocks have declined considerably below the level of prewar years. Stocks of leaf from crops prior to 1943-44 are reported to be extremely small. Disappearance during the year 1944 exceeded the large 1943-44 crop, which is beginning to be used by manufacturers.

Prospects are that export demand for Cuban leaf in 1945 will continue at about the same level as during the past two years. Exports of cigars in 1945 are expected to decline from the record volume of 1944, but will be substantially above the average of recent years. Domestic consumption of products is expected to continue at the current high level, and stocks of leaf on hand in the country at the end of 1945, in view of the lower estimate for the 1944-45 crop, are not expected to show any appreciable accumulation.

### TOBACCO INSURANCE ON TRIAL

All-risk crop insurance on burley and flue-cured tobacco, starting with the 1945 crop, is being tried by the Federal Crop Insurance Corporation in 11 representative tobacco-producing counties.

Counties selected to pioneer tobacco insurance are: Cook County, Ga.; Marion County, S. C.; Wilson, Vance, and Surry Counties, N. C.; Pittsylvania and Lunenburg Counties, Va.; Bourbon and Larue Counties, Ky.; and Greene and Maury Counties, Tenn.

Two types of crop protection will be tried on tobacco, according to J. Carl Wright, manager of the corporation. One plan will offer "yield-quality" protection with coverage up to 75 per cent. of the farm's average yield adjusted for the average quality of its production in recent years. This is similar to the insurance plans now in effect nationally on wheat, cotton and flax, with the "quality" protection the major difference.

The other insurance plan on tobacco offers "investment" protection in cash up to 75 per cent. of the cost of producing the crop. Average investment costs are determined on an area basis through cooperation with local agricultural leaders.



### ALSO ON THE AIR...



#### "RALEIGH PRESENTS BILLIE BURKE"

One of America's best-loved comedienne, Billie Burke stars on a new comedy program for Raleighs that's sure-fire entertainment (Wednesday nights, NBC).

#### "PEOPLE ARE FUNNY"

Anything can happen—and everything does happen—on this hilarious half-hour of fun and foolishness every Friday night on NBC.

## HILDEGARDE. MORE POPULAR THAN EVER!

"Raleigh Room," starring the one and only Hildegarde, is winning more and more new friends for Raleighs every Tuesday night (on NBC). In addition, two other smash-hit, coast-to-coast radio shows each week for Raleighs—Brown & Williamson's extensive newspaper and magazine campaigns—all building good will for you and for the products you sell!

### ...ALSO NEWSPAPERS AND MAGAZINES

"He didn't even mention his stockings. Just bragged about his stock of Sir Walter Raleigh."

Smokes as sweet as it smells

...the quality pipe tobacco of America

**BUY-LINES** by Nancy Sorey

A weekly featured column of things interesting and surprising.

NEW YORK, N. Y., April 26th.—Did you know that the International Red Cross is a corporation? Did you know that the International Red Cross is a corporation? Did you know that the International Red Cross is a corporation?

Remember that cold, Wave?

You sailed out and bought a pack of KOOLs

If KOOLs made your throat feel so shipshape then (Even with a cold)

Why not keep 'em on deck all the time?

Get in the swing Switch from "Hots" to KOOLs for good!



# ON MILLIONS OF LIPS... KING EDWARD

AMERICA'S MOST POPULAR CIGAR

★ 84 Years of Reputation  
Built Into One Famous  
40 Minute Smoke!



JNO. H. SWISHER & SON, INC.  
Cigar Manufacturers  
JACKSONVILLE, FLORIDA



You've never met  
her—

But,  
31,000,000 families  
(including yours) will  
meet her SOON!

## FATHER'S DAY PROGRAM

The National Father's Day Council has set up a program of activities for local Father's Day committees and chambers of commerce and junior chambers and retail merchant bureaus and other local bodies to follow as a basic pattern in their own towns.

These activities supplement the coast-to-coast publicity that is being conducted by the Council this year, on the radio, in newspapers, magazines and elsewhere. A feature of this plan is the annual city-wide contest: a \$200 war bond will be given to the community conducting the most active program. The judges of this contest are executives of well-known magazines.

## RECORD BURLEY CROP

During 1944 the burley growers aided by favorable growing conditions, responded to the trade's urgent appeal for more tobacco by producing the largest crop ever marketed. According to the War Food Administration, gross sales for the 1944-45 season amounted to 615,970,906 pounds at an average of \$43.98 per hundred. This volume was around 27 per cent. larger than the previous peak gross sales of 1931. Although the lower quality of the offerings and lower prices for a number of grades resulted in a decrease of \$1.55 under last year's record price average, the gross return was nearly 90 million dollars larger. The magnitude of this increase is better exemplified by the fact that it amounts to more than the annual farm value of any burley crop produced during the 21-year period covering 1920 through 1940. The volume of sales on thirty-three of the markets reached record levels this year. No figures are available at this time on resales but they were estimated to be about 5 per cent. or approximately 31 million pounds.

The O. P. A. again placed maximum price allowances on grades with no change from last season's price schedule. However, unlike last year, when practically all grades consistently sold at ceiling levels, this year a fairly large percentage of red, reddish-tan, green, mixed, and variegated offerings averaged from 50¢ to \$2 under their maximum price with most of them averaging \$1 below. Approximately 6 per cent. of all baskets offered brought under-ceiling prices.

The Tobacco World

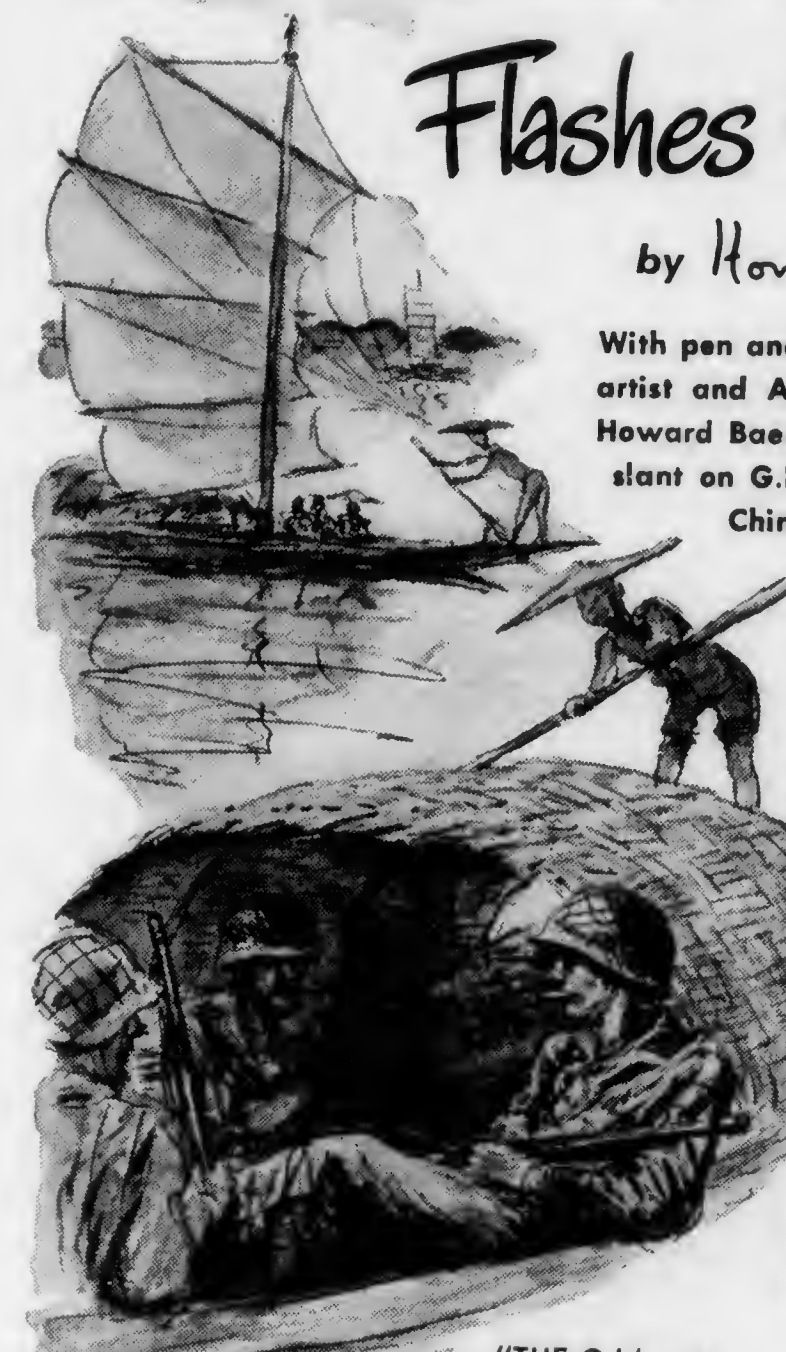


"ZERO ON BURMA ROAD! That," says War Correspondent Howard Baer, "has nothing to do with the temperature. It places the locale of this scene at no miles from Kunming, beginning of Burma Road."

## Flashes from Burma Road

by Howard Baer.

With pen and ink and brush, the noted artist and Abbott war correspondent, Howard Baer, gives you a sketchbook slant on G.I. Joe and Johnny in the China-Burma theater.



"THE G.I.'s are loyal to their jeeps, but they go for these sampans in a big way. And they go for Camel cigarettes too—plenty!"



"THE NIPS HAVE GONE. Correction! All but this one being towed off the air strip by the water buffalo. These boys not only can build air strips out of nothing—they can protect them too!"



"A FEW EMPTY gasoline tins—a few sticks of bamboo—a bit of Yank ingenuity—presto, you've got a shower! And nothing tops off a cool shower like a fresh, flavorful Camel."



"BASCHA, they called this recreation hut where the boys gathered with their mail and their Camels. In Burma and China, a fresh, flavorful Camel cigarette is just like a taste of home."



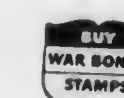
"THIS JUMBLE of symbols at the left is my chop—Baer, in Chinese. I can't speak one of their dialects, but I can tell you a pack of Camels says 'U.S.A.' without any interpreter. Camels are my smoke—they're tops with G.I.'s. And it's good to see them getting Camels, too, even if Camels are scarce on the home front."

Yes, your dealer may not always have Camels, but when you do get them you're still getting Camels... costlier tobaccos, properly aged.

R. J. REYNOLDS TOB. CO.  
WINSTON-SALEM, N. C.

COSTLIER TOBACCOS

# Camels





# Retail Tobacco Dealers' Newsletter

By ERIC CALAMIA

**L**AST month we enclosed with our Newsletter a proxy card. We provided space for suggestions as to the most important problems confronting the retail tobacco dealer. We are not going to attempt to acknowledge receipt of each of these to you, individually, but have classified the suggestions which you made. Your thoughts and ideas will be discussed at the Board of Directors' meeting in May. We will then report to you, through our Newsletter, the Board's reactions to the questions and suggestions most generally raised.

**Cigars:** Since writing to the O. P. A. setting forth the retailers' point of view with respect to Amendment No. 10 failing to produce more cigars, we have been in contact with a number of manufacturers. There is no doubt, but that Amendment No. 10 has had the effect of slowing up the delivery of cigars already manufactured because they were in the higher-priced brackets. The problem is receiving OPA's consideration and attention, and it is a matter of grave concern to the retail dealer, as well as to the manufacturer. We want you to know that every effort is being exerted to obtain a modification of this Amendment, so that a greater number of cigars may be made available for civilian use. I am to meet with OPA in Washington next week and will again strongly advocate the need for some prompt remedial action.

**Cigarette Tax:** We are pleased to announce that the proposal to tax cigars and smoking tobaccos and to place a 2¢ per package tax on cigarettes by the City of Baltimore was defeated. We urge that you watch legislative developments in your state and that you ask this office for assistance in fighting additional tobacco taxes.

In June, 1942, you were advised of the requirements the retail tobacco industry had to meet in order to comply with OPA regulations. Since that time, some retailers have failed to continue observance of these requirements. For the benefit of those who are in violation, we would advise that they immediately:

1. Post in a conspicuous spot in your store, your retail ceiling prices on Cost of Living commodities. In our industry these are cigarettes, smoking tobaccos and razor blades. Others are dentifrices, soaps, shaving creams, facial tissues, ice cream, flashlights. For

this purpose, we have available a printed poster which we will gladly supply to you upon request. You should have filed a duplicate of this poster with OPA.

2. You must have available on your premises in book or statement form a list of all the commodities you carry with their maximum retail prices. These schedules are to be available for examination by your customer, or by an OPA inspector. Such schedule does not have to be filed with the Office of Price Administration.

## UNIVERSAL MATCH CHANGES

M. S. Wylie, formerly Southern zone manager of Universal Match Corp., has been appointed district manager of Florida and Georgia. Sam Wylie will continue to maintain headquarters in Atlanta, but will now be able to render personal service to Universal Match customers throughout the Florida-Georgia territory.

Sam Raphael, with the corporation for several years in the company's home offices at St. Louis, has been appointed district manager at Memphis, in charge of Universal salesmen throughout western Tennessee, northern Mississippi, western Kentucky and all of Arkansas.

Bob Lubbe, for the past several years district manager at Atlanta, has been transferred to Charlotte as district manager of the Carolinas.

## AWARD FOR BAYUK COMMENTATOR

Mayor Bernard Samuel, of Philadelphia, presented an award to Cecil Brown "for being the outstanding commentator on the air," at a dinner on April 26, of the United Businessmen's Association of Philadelphia.

Brown's weekly news programs, sponsored by Bayuk Cigars, Inc., are heard over 93 stations every Monday, Wednesday and Friday (8 to 8:15 P. M. E. W. T.).

## RALEIGH SHOW RENEWED

Brown & Williamson Tobacco Corp. has renewed the "People Are Funny" program (NBC, Fridays, 9:30-10 P. M. E. W. T.) over the full NBC network for 52 weeks, effective April 27. Russel M. Seeds Co., Inc., handles the account. The program features Artist Linkletter as master of ceremonies. "People Are Funny," comedy quiz audience-participation show, advertises Raleigh cigarettes and Sir Walter Raleigh tobacco.

## "HIT PARADE," "CRIME DOCTOR" RENEW

American Tobacco Co., for Lucky Strike cigarettes, renewed its sponsorship of "Your Hit Parade," heard on Saturday nights for a 52-week period effective April 28, 1945, with Foote, Cone and Belding as the agency, and Philip Morris & Co., for Philip Morris cigarettes, renewed its contract for "Crime Doctor," heard on Sunday evenings. Agency was the Biow Company.



You've never met her—

But,  
31,000,000 families  
(including yours) will  
meet her SOON!

Cigars are the most pleasurable and economical form of smoking.

# BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

First Issue 1929

May 1945

Prepared twice a month

## PHULOFAX

(The Retailer's Friend)



## SAYS

Why are they called "Trade Papers"? Maybe, it is because the trade papers trade ideas and information for the subscription fee.

You can never know too much about your own business—and sometimes the other fellow can tell you about it, too.

It's fine to ask questions from the man who knows. But we don't hurt ourselves any by answering the questions from someone who doesn't know.

To the man in love with his business, reading trade papers, magazines and books treating of subjects pertaining to his business is more enjoyable than fiction.

Many times the fellow who worked it out successfully can save us the time we'd spend in trying to work it out ourselves.

Intelligence is what we got—knowledge is what we get.

He who is not interested in what is going on in the trade is likely not interested in the trade.

Spending time in reading trade papers, magazines and books is well invested.

Tell me what you eat and I'll tell you what you are." Tell me what you read, and I'll tell you what you know.

Phil M. Phulofax  
D. B. I.

HERE'S AN ARTICLE I READ IN THIS TRADE PAPER THAT I THINK WILL HELP YOU GET MORE BUSINESS. I GET LOTS OF GOOD IDEAS FROM TRADE PAPERS

THANKS, JIM, GLAD TO GET IT! THAT IDEA YOU GAVE ME LAST TRIP WORKED FINE - WE BOTH HAVE THREE NEW REGULAR CUSTOMERS FROM USING IT!



SAY, JACK, HELP ME OUT HERE - WHO DO YOU THINK WILL WIN THE FIRST TODAY - SUZABELLE OR HOCUS? AND DO YOU THINK I SHOULD PLAY 777?

DON'T BOTHER ME! I'M BUSY TRYING TO FIGURE WAYS TO MAKE MONEY - NOT THROW IT AWAY! DON'T YOU EVER READ THE TRADE PAPERS, AND TRY TO LEARN SOMETHING THAT WILL HELP YOU, YOUR BOSS AND ME?



The Tobacco World  
Associated with BAYUK CIGARS INC., Philadelphia - Makers of fine cigars since 1897.

Bayuk Brands Build Business - PHILLIES, DE LUXE PHILLIES, BAYUK RIBBON, MAPACUBA, CHARLES THOMSON, PRINCE HAMLET



LORILLARD'S POPULAR LEADERS



Enjoy a pleasing  
Cigarette!

# Old Gold

A superb blend of  
many choice tobaccos.



Apple "Honey"  
helps guard O.Gs.  
from Cigarette Dryness!

Lorillard Company America's oldest tobacco merchants—Established 1760

OUR HIGH-GRADE NON-EVAPORATING  
CIGAR FLAVORS

Make tobacco mellow and smooth in character  
and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

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HAVANA CIGARS

FINE QUALITY Havana Cigars. Thoroughly proven, consistent sellers. Old established Cuban Trade Marks—El Paraiso, La Batalla, Leopo, El Corsario, Cubamba. Selection of sizes and shapes, popular prices. Send for detailed Price List and Samples. King Business Agency, Santa Teresa 261-TW, Bajos, Habana, Cuba.

You've never met  
her—

But,  
31,000,000 families  
(including yours) will  
meet her **SOON!**

#### CHILE BUSINESS DECLINES

**C**HILE'S 1944-45 tobacco area is estimated at 6700 acres, as compared with about 9800 acres planted during the 1943-44 season. No information is available regarding the 1944-45 crop, but the 1943-44 outturn is placed unofficially at about 14.6 million pounds. Production of tobacco in Chile during the crop years 1938-39 through 1942-43 averaged 14.7 million pounds annually, from 8525 acres.

The Provinces of Talca, Aconcagua, O'Higgins, and Colchagua are the principal tobacco districts of Chile. About 90 per cent. of the country's total tobacco production is grown in those four Provinces. Most of the leaf consists of inferior-quality dark and cigar types. Small quantities of Virginia-type flue-cured and burley are also produced. The total area planted each year, as well as the proportions of the different types—Paraguay, Havana, Virginia, and burley—depends largely on the leaf requirement estimates of the Chilean Tobacco Company. This organization manufactures the bulk of Chile's tobacco products.

Consumption of tobacco products, as reflected by the volume of manufactures, apparently reached a peak in 1941, and has declined since that year. Most of the country's consumption is in the form of cigars, cigarettes, and pipe tobacco. Chewing tobacco and snuff are not produced, but small amounts of these products are imported. In 1941, consumption of domestic tobacco products included 4.6 billion cigarettes, 5.3 million cigars, and 6.3 million packages of pipe tobacco. In 1943, however, it is estimated that only about 4.4 billion cigarettes, 5 million cigars, and 5.7 million packages of pipe tobacco were consumed. The decline continued through 1944. Increased retail prices are believed to have caused the decline in consumption.

Chile is practically self-sufficient in tobacco, and imports only small amounts of foreign leaf from Cuba and the United States for blending with domestic leaf in the manufacture of quality products. In 1944, total imports of leaf amounted to only 75,000 pounds, as compared with 580,000 pounds in 1943. Imports of leaf during the period 1938-1942 averaged 331,000 pounds annually.

There is a limited demand in Chile for high-quality imported cigars and cigarettes. Imports of cigars, largely of Cuban origin, totaled about 20,000 pounds in 1943, and imports of cigarettes, chiefly from the United States amounted to about 6600 pounds.

The Tobacco World



When they step up to your counter, be sure they—

# Make a date with MODEL



Smells better in the pouch—  
Smokes better in your pipe

United States Tobacco Company

New York • Chicago • Nashville • Richmond • San Francisco

#### EARL WILSON AT TOBACCO TABLE

**E**ARL WILSON, who is sponsored by the General Cigar Company, makers of White Owl cigars, on his Sunday evening show over the Mutual network, was guest of honor at the weekly New York Tobacco Table luncheon at the Martinique Hotel, April 10. As the Big City's one and only "Saloon Editor," Wilson's interviews with the great, near-great and glamorous of the entertainment world have won him a tremendous following. Wilson's home is Rockford, Ohio, a saloonless city where the strongest spirit served is beer. He went to the Washington Post copy desk from jobs as INS State House correspondent at Columbus, Ohio, and political writer on the Akron Beacon-Journal, and after six months almost went back home because he was unable to get off the copy desk and into a writing job. He joined the New York Post as a rewrite man and got his big chance there last October when he was made amusement editor. The Earl Wilson radio show, aired every Sunday at 10 P. M. E. W. T., went on the air January 7 over 198 Mutual network stations from coast to coast.

The speakers' table at the luncheon in honor of columnist Wilson included Walter J. Rubin, general sales manager of General Cigar Company and Howard Henderson of the J. Walter Thompson Company, advertising agency for General Cigar.

Among those present at the luncheon were Robert Lilenthal, president of the Welmor Cigar Company; Harry W. McHose, director of the Cigar Institute, and Ray Burgess, the Institute's public relations director.

#### ONTARIO ACREAGE UNRESTRICTED

Canada's 1945 goal for flue-cured tobacco calls for a planted area of 88,000 acres, representing an increase of about 20 per cent. over the 1944 acreage. In order to meet the goal, members of the Ontario Flue-Cured Tobacco Marketing Association, who produce the bulk of Canada's flue-cured crop, will be permitted to plant as much tobacco as they desire. In view of the increased domestic consumption of tobacco products, and shortages of leaf stocks, unrestricted plantings in 1945 by association members are considered the only possible means of attaining the production goal.

May, 1945

#### SPRUCE LUMBER for CIGAR BOXES

It's Brighter - for the Eye  
It's Lighter - for Shipping  
It's Better - for the Cigars

SPECIFY SPRUCE

Uptegrove Lumber Co.

Cigar Box Lumber for 72 years

15 Washington St.

Newark, N. J.

Established 1886  
"BEST OF THE BEST"

VERY OPTIMO MILD  
CIGARS

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

#### AUTOKRAFT CIGAR BOXES

Boite Nature Novelty  
Cedar Chests Wrapped

Are Outstanding In  
Quality-Design-Cost

**AUTOKRAFT BOX CORP.**

Lima, Ohio  
Chicago, Ill.  
Detroit, Mich.

Hellam, Pa.

Hanover, Pa.  
Philadelphia, Pa.  
Wheeling, W. Va.



# Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

## Schedule of Rates for Trade-Mark Services Effective April 1, 1916

Registration,	(see Note A),	\$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of \$2 will be made to members of the Tobacco Merchants Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar (\$1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars (\$2.00) will be made and so an additional charge of One Dollar (\$1.00) will be made for every ten (10) additional titles necessarily reported.

## TRANSFERRED REGISTRATIONS

**YANKEE QUEEN:**—26,088 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered on June 27, 1913, by F. M. Howell & Co., Elmira, N. Y. Transferred to Irvin S. Cobb Cigar Co., Paducah, Ky., on March 29, 1945.

**RAVEN HALL:**—44,985 (Trade-Mark Bureau of the Tobacco Merchants Ass'n of the United States). For cigars. Transferred to Jacob Rich, New York, N. Y., re-transferred to Theodore Petermann, New York, N. Y., on March 15, 1945.

**LA GOYESCA:**—39,375 (United Registration Bureau for the Tobacco Industries). For cigars, cigarettes and tobacco. Registered on October 5, 1915, by Moehle Litho. Co., Brooklyn, N. Y. Through mesne transfers acquired by Antonio Suarez, Tampa, Fla., re-transferred to Royal Cigar Co., Tampa, Fla., on March 28, 1945.

**NATIONAL FINANCE:**—43,670 (Trade-Mark Bureau of the Tobacco Merchants Ass'n of the United States). For cigars, cigarettes, smoking and chewing tobacco. Registered on February 4, 1924, by Fred E. Druck & Co., Dallastown, Pa. Transferred to Yorkana Cigar Co., York, Pa., on March 24, 1945.

**LYRA:**—21,841 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered on November 13, 1899, by The Calvert Litho Co., Detroit, Mich. Transferred to American Box Supply Co., Detroit, Mich. Re-transferred to Yorkana Cigar Co., York, Pa., on March 17, 1945.

**FIRST CONSUL:**—For cigars. Registered on April 5, 1886, by P. Pohalski, New York, N. Y. Through mesne transfers acquired by Schwartz Bros. Cigar Co., and/or Tudor Arms Cigar Corp., Philadelphia, Pa. Re-transferred to the American Box Supply Co., Detroit, Mich., on April 2, 1945.

## Internal Revenue Collections for March

Source of Revenue	1945	1944
Cigars, including floor tax	\$ 3,183,606.17	\$ 2,817,616.99
Cigarettes, including floor taxes	65,449,932.14	69,854,697.17
Snuff	726,728.78	735,791.15
Tobacco, chewing and smoking	4,141,386.60	3,227,362.25
Cigarette papers, tubes and leaf dealer penalties	118,916.98	61,228.96

\*Manufactured Tobacco Produced by Classes  
(As reported by the Bureau of Internal Revenue based on manufacturers' returns of production)

Month of January		Increase or Decrease	
Product	1945	Quantity	Per Cent.
Plug	5,114,500	+ 36,793	.72
Twist	582,209	+ 71,232	13.94
Fine-cut Chewing	372,858	+ 54,703	17.19
Scrap Chewing	4,531,854	+ 58,935	1.32
Smoking	15,095,743	+ 4,077,950	37.01
Snuff	4,072,336	+ 396,483	10.79
Total	29,769,500	+ 4,696,096	18.73
Seven Months Ending January 31st		Increase or Decrease	
Product	1945	Quantity	Per Cent.
Plug	36,011,381	+ 763,428	2.17
Twist	3,846,233	+ 229,637	6.35
Fine-cut Chewing	2,443,560	+ 152,091	5.86
Scrap Chewing	32,114,757	+ 61,244	.19
Smoking	97,819,566	+ 1,750,972	1.82
Snuff	24,572,322	+ 96,560	.39
Total	196,807,819	+ 2,556,630	1.32

\* The production figures are in pounds, and are subject to revision until published in the annual report of the Commissioner of Internal Revenue.

## TOBACCO TRADE ORGANIZATIONS

### TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

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CHARLES DUSHKIND, New York, N. Y. .... Counsel and Managing Director  
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## TURKISH IN NORTH CAROLINA

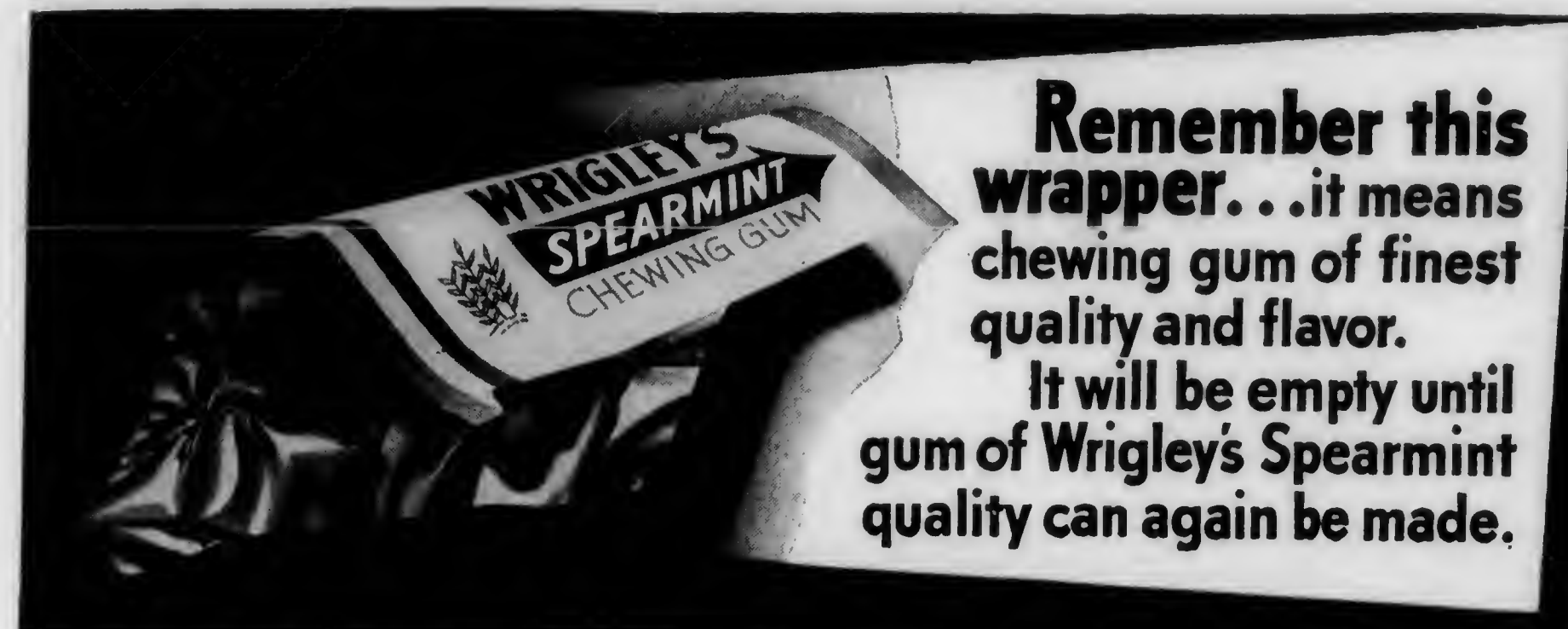
Already producing more than 60 per cent. of the world's flue-cured tobacco, 55 per cent. of its cigarettes and most of the domestic supply of cigarette paper. North Carolina is carrying on experiments in production of Turkish tobacco, an ingredient in many popular brands of cigarettes.



You've never met  
her—

But,  
31,000,000 families  
(including yours) will  
meet her SOON!

The Tobacco World



Remember this  
wrapper... it means  
chewing gum of finest  
quality and flavor.  
It will be empty until  
gum of Wrigley's Spearmint  
quality can again be made.

## Why We are Advertising the Empty Wrigley's Spearmint Wrapper

It may seem unusual to advertise the empty wrapper of a product that is not being made. But, as you know, the Wrigley's Spearmint wrapper has always been our guarantee—to you and your customers—of finest quality and flavor in chewing gum.

We want your customers who bought Wrigley's Spearmint Gum in the past to remember this wrapper—so that when Wrigley's Spearmint comes back, they will know it is the same fine chewing gum you supplied before the war.

In this way, we are keeping them reminded that neither you nor we have tried to cash in on the famous Wrigley's Spearmint trademark during a period in which we cannot guarantee chewing gum to be up to peacetime standards.

This means good will for you—and for us.

Wm. Wrigley Jr. Company

Z-132





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# TOBACCO WORLD

ESTABLISHED  
1881

CURRENT SERIES  
JUN 22 1945  
U. S. DEPARTMENT OF AGRICULTURE

## CIGARETTES DECLINE CIGARS UP, IN APRIL

All classes of tobacco products, except cigarettes and little cigars, registered increases in production in April, as reflected in the comparative data of tax-paid products, analyzed in the Supplement to the Tobacco Barometer of the Tobacco Merchants Association of the U. S.

Cigars of all classes totaled 396,796,096, as compared to 363,631,295, a gain of 33,164,801, or 9.12 per cent.

Large cigarettes totaled 9,531,275, for a rocketlike rise of 817.05 per cent.; snuff, 3,696,030 pounds, for an advance of 18.77 per cent.; chewing and smoking tobacco, 21,516,089 pounds, for a climb of 27.13 per cent.

On the declining side, cigarettes totaled 17,104,111,028, as compared to 18,778,465,397, a loss of 1,674,354,369, or 8.92 per cent. The little cigar total was 6,001,680, for a drop of 57.03 per cent.





*Packed with Pleasure*

Yes, Chesterfields are packed with pleasure...for your smoking enjoyment. Their **RIGHT COMBINATION**... **WORLD'S BEST TOBACCOS** gives you the three things that mean all the benefits of smoking pleasure...

**REAL MILDNESS... COOLER SMOKING  
BETTER TASTE**

**CHESTERFIELD**  
*RIGHT COMBINATION • WORLD'S BEST TOBACCOS*

Copyright 1945, LIGGETT & MYERS TOBACCO CO.

HOBART B. HANKINS—Editor

Business Manager—B. S. PHILLIPS

# THE TOBACCO WORLD

Vol. 65

JUNE 1945

No. 6

**T**HIS year Father's Day, June 17th, will be militant as well as sentimental. As customary, the Cigar Institute of America, Inc., has co-operated in planning special activities in honor of Father's Day. The emphasis will be placed on activities by veterans' organizations, Army and Navy Public Relations offices, colleges and other related groups. Committees of fathers, affiliated with the Veterans of Foreign Wars and the American Legion, will present cigars to hospitalized wounded veterans of World War II. Though the Cigar Institute will be unable to send as many cigars to the wounded as it would like to, because of production difficulties, nonetheless it will make available an appreciable number of cigars from these Father's Day visits of World War I veterans to today's wounded. The keynote of the Cigar Institute's multicolored Father's Day poster is "They're Smoking Your Favorite Cigar." This message is superimposed on a mariner's compass and a graphic background of representative servicemen in every section of the far-flung battle world, taken from published news photos. This year will mark the 20th anniversary of the celebration of Father's Day by the cigar industry. Since the idea of the industry's participation is to sell the idea of smoking cigars, rather than to stimulate the sales of any specific brand (impossible in today's circumstances) we are confident that industry and trade will cooperate as always in promoting the day. The time is not far distant when the promotion of Father's Day by the tobacco industry and trade can again take on the sales-stimulating character it possessed for nearly twenty years in the past.



**T**WO recent cigarette surveys conducted by A. J. Wood & Co., Philadelphia, market and opinion research agency, reveals that the most frequent reason given for the cigarette shortage was overseas shipment. This was stated by 35 per cent. of the Philadelphia smokers interviewed. Following closely were black market activities, blamed by 23 per cent. of the sample, and hoarding, named by 18 per cent. Of the total smokers, nine per cent. said that increased consumption and six per cent. said that decreased production was the chief cause. While most smokers felt that overseas shipments of cigarettes to men in the armed forces was the chief cause of the shortage, 56 per cent. of the total felt that it was a combination of such activities as black markets, hoarding, increased consumption and decreased production that was to blame. To determine whether or not increased consumption, hoarding and black market operations were actually the causes or not, A. J. Wood & Co. conducted a second survey. The respondents in the first study were asked the number of cigarettes they smoked before the shortage and the number they were presently smoking. Results indicated that the public is smoking far less cigarettes today. According to this survey, 19 per cent. of the smokers were smoking more than one pack of cigarettes a day before the shortage developed. This is in sharp contrast to the five per cent. who smoke more than one pack a day now. In addition, whereas 42 per cent. of the sample said they previously smoked a pack a day, only 28 per cent. smoke a pack a day now. Finally, while 39 per cent. of the sample smoked less

(Continued on Page 10)

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# April Report of Tobacco Products

Product	Month of April			Increase or Decrease		
	1945	1944		Quantity	Per Cent.	
Cigars:						
Class A—						
United States .....	2,986,500	17,573,892	—	14,587,392	83.01	
Puerto Rico .....						
Total .....	2,986,500	17,573,892	—	14,587,392	83.01	
Class B—						
United States .....	32,276,503	16,191,227	+	16,085,276	99.35	
Puerto Rico .....	389,050		+	389,050		
Total .....	32,665,553	16,191,227	+	16,474,326	101.75	
Class C—						
United States .....	74,398,975	163,151,250	—	88,752,275	54.40	
Puerto Rico .....	2,653,100	365,925	+	2,287,175		
Total .....	77,052,075	163,517,175	—	86,465,100	52.88	
Class D—						
United States .....	122,389,737	18,555,374	+	103,834,363	559.59	
Puerto Rico .....	2,784,600	71,450	+	2,713,150		
Total .....	125,174,337	18,626,824	+	106,547,513	572.01	
Class E—						
United States .....	125,591,939	130,757,012	—	5,165,073	3.95	
Puerto Rico .....	2,287,725	782,925	+	1,504,800		
Total .....	127,879,664	131,539,937	—	3,660,273	2.78	
Class F—						
United States .....	15,591,204	13,231,864	+	2,359,340	17.83	
Puerto Rico .....	243,750	8,000	+	235,750		
Total .....	15,834,954	13,239,864	+	2,595,090	19.60	
Class G—						
United States .....	15,200,913	2,942,376	+	12,258,537	416.62	
Puerto Rico .....	2,100		+	2,100		
Total .....	15,203,013	2,942,376	+	12,260,637	416.69	
Total All Classes:						
United States .....	388,435,771	362,402,995	+	26,032,776	7.18	
Puerto Rico .....	8,360,325	1,228,300	+	7,132,025		
Grand Total .....	396,796,096	363,631,295	+	33,164,801	9.12	
Little Cigars:						
All United States .....	6,001,680	13,967,040	—	7,965,360	57.03	
Cigarettes:						
United States .....	17,090,105,008	18,778,465,397	—	1,688,360,389	8.99	
Puerto Rico .....	14,006,020		+	14,006,020		
Total .....	17,104,111,028	18,778,465,397	—	1,674,354,369	8.92	
Large Cigarettes:						
United States .....	9,531,275	1,039,340	+	8,491,935	817.05	
Puerto Rico .....						
Total .....	9,531,275	1,039,340	+	8,491,935	817.05	
Snuff (lbs.):						
All United States .....	3,696,030	3,111,875	+	584,155	18.77	
Tobacco (Chewing and Smoking) lbs.:						
All United States .....	21,516,089	16,924,569	+	4,591,520	27.13	

\* Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

# 10 Months' Report of Tobacco Products

Product	1st Ten Months			Increase or Decrease	
	Fisc. Yr. End. 6/30/45	Fisc. Yr. End. 6/30/44		Quantity	Per Cent.
Cigars:					
Class A—					
United States .....	83,679,552	216,147,020	—	132,467,468	61.29
Puerto Rico .....	2,201,132	1,517,920	+	683,212	....
Total .....	85,880,684	217,664,940	—	131,784,256	60.54
Class B—					
United States .....	288,302,606	315,128,022	—	26,825,416	8.51
Puerto Rico .....	2,838,750	36,500	+	2,802,250	....
Total .....	291,141,356	315,164,522	—	24,023,166	7.62
Class C—					
United States .....	1,082,259,087	2,084,254,887	—	1,001,995,800	48.07
Puerto Rico .....	22,276,955	4,238,700	+	18,038,255	....
Total .....	1,104,536,042	2,088,493,587	—	983,957,545	47.11
Class D—					
United States .....	811,321,175	179,478,674	+	631,842,501	352.04
Puerto Rico .....	15,673,270	455,300	+	15,217,970	....
Total .....	826,994,445	179,933,974	+	647,060,471	359.61
Class E—					
United States .....	1,440,453,152	1,141,171,977	+	299,281,175	26.23
Puerto Rico .....	22,713,392	2,260,451	+	20,452,941	....
Total .....	1,463,166,544	1,143,432,428	+	319,734,116	27.96
Class F—					
United States .....	170,525,807	122,413,324	+	48,112,483	39.30
Puerto Rico .....	1,612,396	18,000	+	1,594,390	....
Total .....	172,138,197	122,431,324	+	49,706,873	40.60
Class G—					
United States .....	113,009,595	22,125,012	+	90,884,583	410.78
Puerto Rico .....	310,567	2,500	+	308,067	....
Total .....	113,320,162	22,127,512	+	91,192,650	412.12
Total All Classes:					
United States .....	3,989,550,974	4,080,718,916	—	91,167,942	2.23
Puerto Rico .....	67,626,456	8,529,371	+	59,097,085	....
Grand Total .....	4,057,177,430	4,089,248,287	—	32,070,857	.78
Little Cigars:					
All United States .....	95,172,254	112,782,693	—	17,610,439	15.61
Cigarettes:					
United States .....	193,274,272,683	216,038,174,221	—	22,763,901,538	10.54
Puerto Rico .....	54,627,200	2,902,440	+	51,724,760	....
Total .....	193,328,899,883	216,041,076,661	—	22,712,176,778	10.51
Large Cigarettes:					
United States .....	52,545,463	7,064,947	+	45,480,516	643.75
Puerto Rico .....	.....	800	—	800	....
Total .....	52,545,463	7,065,747	+	45,479,716	643.66
Snuff (lbs.):					
All United States .....	35,525,228	35,401,428	+	123,800	.35
Tobacco (Chewing and Smoking) lbs.:					
All United States .....	228,523,374	210,423,434	+	18,099,940	8.60

\* Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."



## RTDA ANNUAL MEETING

By ERIC CALAMIA

**T**HE Board of Directors of RTDA held their annual meeting May 26th at 10 A. M. Mr. Eric Calamia presided. It has always been the custom of this association to regard as confidential the meeting of its Board. However, we would like to advise you that it was a most successful gathering. The directors received a complete and detailed report of the activities of the association during the past year and upon the completion of the report, went on record in the form of a motion, commending Mr. Calamia for his conduct of association activity.

The Board discussed many matters and great interest was shown in the problem of the cigar manufacturers with respect to Amendment No. 10. The members felt that although this was essentially a manufacturers problem, RTDA had a definite interest in making sure that an increased quantity of medium priced cigars were made available. Consequently, Mr. Calamia was authorized to immediately send to Mr. Chester Bowles, Mr. James F. Brownlee, Mr. Geoffrey Baker, Mr. S. A. Siegal and Mr. George Coulter the following telegram:

"The Board of Directors of Retail Tobacco Dealers of America, at their annual meeting held today, reaffirm the statements made in our letter of March 23rd to the effect that Amendment No. 10 to regulation No. 260 has not produced anticipated results outlined in Statement of Consideration.

"We most respectfully urge that OPA give every consideration toward making some adjustments that will make possible the production of even a greater amount of cigars in the lower priced brackets."

The Board also went on record in the form of a resolution to be forwarded to the Federal Trade Commission expressing their apprehension at the increasing numbers of cigarillos which are flooding the market. The purpose of the resolution was to urge the Federal Trade Commission to guard against representing this type of merchandise as cigars.

The matter which engaged the most serious kind of discussion and interest among the Board was Fair Trade. It was felt that the tobacco business was in a position today, never before achieved. Practically every element connected with it was enjoying a legitimate profit due to the fact that price cutting is not rampant. To insure a continuance of today's conditions in the post-war period, through the general use of Fair Trade Contracts, was in the Board's opinion, the paramount need of the industry. A reversal to the cut price conditions preceding the war, will delegate tobacco products to the unimportant position of a side line.

## TOBACCO MEN IN LOAN DRIVE

**L**EADERS of the tobacco industry were mobilized for their \$20,000,000 Seventh War Loan goal at a luncheon May 17 in the Hotel Vanderbilt, sponsored by the Tobacco Section of the N. Y. County War Finance Committee's Commerce and Industry Division. Among the speakers who outlined the industry's job in the current campaign were Howard S. Cullman, section chairman; Seton Porter, commerce and industry chairman, and Frederick W. Gehle, WFC state chairman.

Guests at the luncheon included Herbert A. Kent, president of P. L. Lorillard Co.; Benjamin Few, vice-president, Liggett & Myers; Alverdio Garcia, president, Garcia-Grande; Paul M. Hahn, president, American Cigarette and Cigar Co., and William E. Cotter, chairman of the N. Y. County War Finance Committee.

All of the thirty-seven committeemen who have volunteered to serve as Seventh War Loan bond salesmen attended the luncheon. They are drawn from every division of the tobacco industry; cigarettes, cigars, leaf tobacco, tobacco jobbers, retail tobacco stores, and pipes and accessories. They will canvass every executive and department head in the industry in Manhattan.

## MEET "LITTLE MISS BIT-O-HONEY"

**T**HE month of June, 1945, sees thirty-one million American families meeting a very lovely young personality who is the symbol of charm and vivaciousness. She's "sweet enough to eat" that's why she was chosen to symbolize BIT-O-HONEY



candy bars. Blonde, pink-cheeked and a real little American, she is known as "Little Miss BIT-O-HONEY." This adorable little miss will appear in a series of advertisements in Sunday Comic Sections of 46 leading newspapers from coast to coast with over 15,000,000 circulation, in 17 of the country's most popular Comic Books with over 10,000,000 circulation and in six well-known women's publications with over 6,000,000 circulation. Little Miss BIT-O-HONEY is always introduced in these advertisements with the catchy

phrase, "Meet A BIT-O-HONEY—Eat A BIT-O-HONEY," and the young lady herself is always found in some unusual predicament wherein a delicious BIT-O-HONEY Candy Bar helps her or someone else get out of a difficult situation.

All advertisements in this series are in full color and will appear in such newspapers as the New York News, Chicago Tribune, Detroit News, St. Louis Post-Dispatch, Los Angeles Times, Kansas City Star, Baltimore Sun, Seattle Times, Cleveland Plain Dealer, Philadelphia Inquirer, Pittsburgh Press, Washington Star, Boston Globe, Indianapolis Star and many others. The Comic Magazines include the three groups with the largest Comic Book circulations in the United States. The women's publications in which the advertisements will appear include—True Confessions, Movie Story Magazine, Motion Picture, Modern Screen, Screen Romances and Modern Romances.

Under present conditions Schutter realizes advertising isn't needed to sell all the candy available to the consumer. In fact, it is not possible to supply the demand which now exists for BIT-O-HONEY. However, their reason for starting such an extensive advertising campaign now is to tell the public that BIT-O-HONEY is finest quality, unusually delicious candy. When quotas are removed, BIT-O-HONEY will then be far out in front in consumer demand.

The Tobacco World

"You can borrow the jumper, Brother—but not my Camels!"



## Your "T-ZONE" and your cigarette

The "T-Zone"—T for taste and T for throat—is the final proving ground of any cigarette.

Only your taste and your throat can tell you which cigarette tastes best to you... how it affects your throat. On the basis of the experience of millions of smokers, we believe Camels will suit your "T-Zone" to a "T."

R. J. Reynolds Tobacco Company  
Winston-Salem, North Carolina



**RIGHT THIS VERY MOMENT . . .** somewhere out in the jungle or on the high seas . . . a lad in uniform is getting *his* Camels. He comes first, even if on the home front you can't get Camels every time you ask . . . We made more Camels last year than ever before . . . plan to make even more this year. But Camels will not be sold down the river. Camels wouldn't be Camels if they were made of green, insufficiently cured tobaccos. So when you do get Camels today they're *still* Camels . . . a cigarette of costlier tobaccos, aged with that infinite care that means so much in milder smoking pleasure. That's why Camels are worth asking for again . . . and again!

The Service First

Army, Navy, Marines, and Coast Guard—wherever they go in their winning of the war—they have first call on Camels.

Camels

June, 1945



# "Leadership cannot be assumed ... it must be earned"

During those memorable days of 1939 when the blustering Schickelgruber shouted his leadership and set forth on his despicable road toward world domination, he failed to recognize that "Leadership must always be earned". Hirohito and Mussolini, his partners in crime, likewise totally overlooked this all-important factor. These despots did not reckon with the unlimited productive capacity of an united, untrammled, freedom-loving people whose investment in Sweat, Blood and Tears has so decisively spelled the doom of the "sawdust Caesars".

Failure to recognize that boasting and false claims can never cloak one with the mantle of leadership has brought destruction to the two and the third is soon to join them in that region of punishment reserved for such an ignoble group as the Axis trio.

As new horizons beckon, and as the freedom for which we are so gallantly fighting seems again secure, our American industry is confronted with a new challenge that can becloud the bright rays of Victory. We have

learned much from this dreadful war, and our challenge now is to convert this knowledge into peaceful production for the betterment of all mankind.

We here at Universal have labored during these war-torn years to make our contribution to the war effort. Meeting the challenge of war-thirsty nations called for achievements that could hardly have been equaled under the normal pressure of peacetime demands. In this labor we have added greatly to our knowledge, and we look forward to the day when we can utilize this knowledge as a contribution to the glorious future which awaits peace-loving peoples throughout the world.

We are not content to rest on past laurels. Our Research, Chemical and Mechanical Laboratories have developed new techniques and new processes. Here at Universal are men and methods and imagination working together to make sure that "Our Leadership will always be earned ... never assumed". To this we dedicate our future.

**UNIVERSAL MATCH CORPORATION**



AN INSTITUTION KEYED TO LEADERSHIP AND DEDICATED TO SERVICE

General Offices—Saint Louis

SALES OFFICES IN ALL PRINCIPAL CITIES COAST TO COAST





# KING EDWARD

AMERICA'S  
*Most Popular*  
CIGAR

MADE BY A COMPANY WITH 84 YEARS OF  
REPUTATION FOR EXCELLENCE AND SERVICE

★ JNO. H. SWISHER & SON, INC. ★  
Cigar Manufacturers  
JACKSONVILLE, FLORIDA



## EDITORIAL COMMENT

(Continued from Page 3)

than a pack a day before the scarcity, now 67 per cent. have been forced to reduce their daily consumption to less than a pack a day. Only two per cent. smoke more today, 42 per cent. about the same, 56 per cent. less. The Wood organization has interpreted the survey as indicating the fact that there are less cigarettes in the civilian market.

## UNIVERSAL NAMES WATERMAN

Universal Match Corporation, St. Louis, Mo., has announced the appointment of Charles M. Waterman as district manager for Western New York with headquarters in Buffalo. His background includes substantial sales experience and sales management, a long period in business for himself, and the past three years as a Captain in the U. S. Merchant Marine.

## WILLIAMS WITH UNIVERSAL

Universal Match Corporation, St. Louis, Mo., has announced the appointment of Harold J. Williams as district manager for the State of Virginia with headquarters at Richmond. Mr. Williams, a graduate of Virginia Polytechnical Institute, has a long record as a salesman, a sales manager, and an engineer, and is well known throughout the State of Virginia where he has spent his entire business career.

## UNIVERSAL APPOINTS SHAPIRO

Universal Match Corporation, St. Louis, Mo., has announced the appointment of Joseph Shapiro as director of sales training for that company and its divisions, Schutter Candy Company, makers of "Old Nick" and "Bit-O-Honey," and Candy Bros. Mfg. Co., Inc., makers of "Red Cross Cough Drops."

Mr. Shapiro went to Universal in 1936 as district manager of the Philadelphia territory, and in 1940 was appointed district manager for Southern New England with headquarters in New Haven. While holding the latter position, he developed a program for the training of salesmen which was so effective that Universal appointed him to his present position in order that he might conduct, in the general offices, a curriculum of sales training courses for the company's entire sales staff.



## Meet Miss BIT-O-HONEY

Your newest, loveliest sales<sup>GIRL</sup>man

You'll see her in a spectacular  
advertising campaign in...

➡ 46 SUNDAY NEWSPAPER COMIC SECTIONS  
FROM COAST TO COAST REACHING  
15,000,000 HOMES...

including New York Daily News, Chicago Tribune, Philadelphia Enquirer, St. Louis Post-Dispatch, Detroit News and 41 others.

➡ 17 COMIC BOOKS READ EACH MONTH  
IN 10,000,000 HOMES



➡ 6 FAMOUS WOMEN'S MAGAZINES  
REACHING 6,000,000 HOMES



## Why BIT-O-HONEY Is Launching This Sensational Ad Campaign

Under present conditions, advertising isn't needed to sell candy to the consumer. In fact, at present, we can't possibly supply the demand. Our reason is to tell the public what you already know—that BIT-O-HONEY is finest quality—unusually delicious candy. When quotas are lifted—BIT-O-HONEY then will be so far out in front in consumer demand that you'll be ordering cases where you ordered boxes before. And that means plenty of extra profit as well as plenty of extra satisfied customers for YOU!

MANUFACTURED BY  
**SCHUTTER CANDY COMPANY**  
Also Manufacturers of OLD NICK Candy Bars

Factory:  
Chicago

General Offices:  
Saint Louis



A "Honey" of a  
candy bar



LORILLARD'S POPULAR LEADERS



Enjoy a pleasing  
Cigarette!

**Old Gold**

A superb blend of  
many choice tobaccos.



Apple "Honey"  
helps guard O. Gs.  
from Cigarette Dryness!

Lorillard Company America's oldest tobacco merchants—Established 1760

THE  
**BIG TWO**

OF THE CANDY BAR WORLD



**SCHUTTER CANDY COMPANY, CHICAGO**  
Factory: Chicago, Illinois . . . General Offices: St. Louis 3, Mo.

**SCHUTTER NAMES HULL**

Schutter Candy Company, St. Louis, Mo., has announced the appointment of Ralph A. Hull as director of purchases with headquarters at the company's Chicago factory. Mr. Hull previously was with the Schutter Candy Company from 1931 to July 1944, when he was "loaned" to the O. P. A., serving that agency as confection specialist. With the termination of that responsibility, Mr. Hull again returns to the makers of Bit-O-Honey and Old Nick,



**PURPOSES OF C. C. C.**

**T**HE Commodity Credit Corporation has no authority to intercede in decisions concerning the setting up of new tobacco markets; the re-establishment of old markets or the fixing of the number of buyers on a particular market, says Frank Hancock, president of the CCC, in answer to a question often asked. How many buyers, how many markets, how many warehouses, location of markets, length of sales-days, rate of sale, and so forth, are matters which do not rest with the Commodity Credit Corporation. Following trade practices, these determinations are made by the companies themselves, chiefly through the Tobacco Association of the United States. Under its contracts with the buying companies, the Corporation has no authority to intercede in decisions concerning these matters.

"Having lived and worked with people engaged in the growing, marketing, and processing of tobacco, I have come to appreciate fully the problems they encounter," says Mr. Hancock. "It is understandable that many people honestly feel that the CCC could with propriety influence tobacco buying organizations and by so doing influence the establishment of markets or the manner of operation of a particular market. The CCC contracts with tobacco buying companies, which normally bought for export, to obtain the tobacco requirements of the Corporation. We pay these companies for performing the functions of buying and processing into storage for later exportation.

"Since 1939 the Corporation has been a substantial purchaser of flue-cured tobacco. Our purchases have been for the purpose of supporting prices and for maintaining our foreign markets."

**GOODSON JOINS B. & W. BOARD**

James C. Goodson, assistant vice-president of Brown & Williamson Tobacco Corporation, was elected to the board of directors of that company at a meeting on May 1. Goodson, a native of North Carolina, came to the firm's head office here several years ago in an executive sales capacity, following extensive merchandising experience in China and with the corporation's large field organization in the United States.

The Tobacco World



When they step up to your counter, be sure they—

Make a date with  
**MODEL**



Smells better in the pouch—  
Smokes better in your pipe

United States Tobacco Company

New York • Chicago • Nashville • Richmond • San Francisco

**RTDA NEWSLETTER**

By ERIC CALAMIA

**T**HIS is to advise that "sales of loose cigarettes of any brand, at retail is prohibited." After May 12th, regardless of a retailer's prior practice, he may not sell cigarettes in units of less than a full pack. In the judgment of the Price Administrator as set forth in a recent regulation—supply conditions at the retail level have resulted in a noticeable tendency on the part of retailers to sell cigarettes loose and to eliminate or curtail sales of full packages. However commendable may be the desire of retailers to spread the supply, an increase in sales of loose cigarettes, accompanied by a reduction or elimination of package sales has resulted in an evasion of the ceiling price. This is especially true in non-tax states.

This regulation also confirms in writing for the first time, an interpretation which we received from OPA some months ago, permitting the retailer to limit his sales to one package to a customer.

While in Washington, I also discussed with OPA the matter of Amendment No. 10. I again pointed out that the retailer has suffered because this regulation is not producing more cigars in medium-priced brackets. OPA advised me that they felt that in the next three months, the manufacturer might be in a better position to comply and to produce a greater number of his cheaper sizes. I do not believe that OPA will modify the regulation for the present. Our interest in this is to see, that in an effort to produce more cigars, the present markup allowed the retail dealer is not lessened.

We have been concerned by the appearance on the market of many cigars of inferior quality. We have particular reference to the so-called "cigarillo" made of shredded tobacco with a paper binder and a tobacco wrapper. Consequently, I visited the Federal Trade Commission offices in Washington and brought a sample of a cigarillo of very poor quality to their attention. My only request to them was that the retailer and consumer be protected against false misrepresentation and that the product be properly identified as a cigarillo and not as a cigar. I received every assurance from the Commission that action will be forthcoming.

This class of merchandise is neither beneficial to the industry nor the consumer. It does not put the retailer in a position of supplying the cigar smoker with a suitable substitute for the brands of cheaper cigars that he is seeking.

**SPRUCE LUMBER  
for CIGAR BOXES**

It's Brighter - for the Eye  
It's Lighter - for Shipping  
It's Better - for the Cigars

**SPECIFY SPRUCE**

**Uptegrove Lumber Co.**

Cigar Box Lumber for 72 years

15 Washington St.

Newark, N. J.

Established 1886

**"BEST OF THE BEST"**

VERY **OPTIMO** MILD  
CIGARS

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

Factories: Tampa and Key West, Florida

**AUTOKRAFT  
CIGAR BOXES**

Boite Nature Novelty  
Cedar Chests Wrapped

Are Outstanding In  
Quality-Design-Cost

**AUTOKRAFT BOX CORP.**

Lima, Ohio  
Chicago, Ill.  
Detroit, Mich.

Hellam, Pa.

Hanover, Pa.  
Philadelphia, Pa.  
Wheeling, W. Va.



# Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

## Schedule of Rates for Trade-Mark Services Effective April 1, 1916

Registration,	(see Note A),	\$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of \$2 will be made to members of the Tobacco Merchants Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar (\$1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars (\$2.00) will be made and so on an additional charge of One Dollar (\$1.00) will be made for every ten (10) additional titles necessarily reported.

## TRANSFERRED REGISTRATIONS

**WHITE CIRCLE**—45,323 (Trade-Mark Bureau of the Tobacco Merchants Ass'n. of the U. S.). For all tobacco products. Registered on August 22, 1928, by Petre Litho. Co., Philadelphia, Pa. Transferred to Chester C. Smith, Red Lion, Pa. Re-transferred to William Knisely, Dallastown, Pa., on November 22, 1944.

**PEACE EAGLE**—44,998 (Trade-Mark Bureau of the Tobacco Merchants Association of the U. S.). For all tobacco products. Registered on June 10, 1927, by Petre Litho. Co., Philadelphia, Pa. Transferred to J. C. Winter & Co., Red Lion, Pa. Re-transferred to Shearer & Co., Windsor, Pa., on March 17, 1945.

**TAMPA BEAUTY**—22,831 (Tobacco World). For cigars, cigarettes, chewing and smoking tobacco. Registered on August 5, 1911, by Alex Demmi, Cincinnati, Ohio. Transferred to C. B. Stich, Tampa, Fla., on March 26, 1945.

**EL PATIO**—46,776 (Trade-Mark Bureau of the Tobacco Merchants Association of the U. S.). For all tobacco products. Registered on February 16, 1939, by Key West Havana Cigar Co., Key West, Fla. Transferred to Menendez Garcia y Cia, Havana, Cuba, on May 2, 1945.

**LA FERLITA**—29,779 (U. S. Patent Office). For cigars, cigarettes, smoking tobacco and chewing tobacco. Registered on December 8, 1925, by Jose Ferlita, Chicago, Ill. Through mesne transfers acquired by Lucius Cigar Factory, Inc., Chicago, Ill. Re-transferred to Jose Ferlita, Chicago, Ill., on July 15, 1943.

**ARMOUR CLAD**—45,925 (Trade-Mark Bureau of the Tobacco Merchants Association of the U. S.). For all tobacco products. Registered on June 18, 1931, by Consolidated Litho. Corp., Brooklyn, N. Y. Through mesne transfers acquired by B. S. Taylor, Yoe, Pa. Re-transferred by James & Charles Taylor, as trustees of the Estate of B. S. Taylor, to John Tarbert, Yoe, Pa., on May 9, 1945.

## Internal Revenue Collections for April

Source of Revenue	1945	1944
Cigars, including floor tax	\$ 3,058,698.81	\$ 2,453,454.09
Cigarettes, including floor taxes	59,901,179.52	65,735,735.74
Snuff	665,287.63	560,202.22
Tobacco, chewing and smoking	3,873,001.38	3,046,607.39
Cigarette papers, tubes and leaf dealer penalties	126,382.94	97,459.16

## CHARLES DUSHKIND

**C** HARLES DUSHKIND, for the last twenty-five years general counsel and managing director of the Tobacco Merchants Association of the United States, died May 29 at his home in New York City, after an illness of two days. He was 74 years old. Born in Russia, Mr. Dushkind came to this country as a boy of thirteen. He started in business in the advertising department of the American Tobacco Co., and later found time to study law. In 1900 he was admitted to the New York bar.

Widely known in the tobacco industry, he frequently appeared for the tobacco interests before Federal and State legislative committees, and before various other types of public gatherings where tobacco matters were in question.

He was buried on May 31. He leaves a widow, Pauline; three sons, Leonard, Davis and Herman Dushkind; two daughters, Mrs. Frances Duskes and Mrs. Diana Friedkin, and three grandchildren.

## TOBACCO TRADE ORGANIZATIONS

### TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. .... President  
WILLIAM BEST, New York, N. Y. .... Chairman Executive Committee  
ASA LEMLEIN, New York, N. Y. .... Treasurer  
CHARLES DUSHKIND, New York, N. Y. .... Counsel and Managing Director  
Headquarters, 341 Madison Ave., New York City

### CIGAR INSTITUTE OF AMERICA

ALBERT H. GREGG ..... President  
EVERETT MEYER ..... Vice-President  
D. EMIL KLEIN ..... Treasurer  
SAMUEL BLUMBERG ..... Secretary  
H. W. McHOSE ..... Director  
Headquarters, 185 Madison Ave., New York City

### THE NATIONAL ASSOCIATION OF TOBACCO DISTRIBUTORS, INC.

FRED W. WINTER ..... Chairman of the Board  
J. RENZ EDWARDS ..... President  
HENRY GUNST ..... Vice-President  
STANLEY STACY ..... Treasurer  
JOSEPH KOLODNY, 200-5th Ave., New York, N. Y. .... Executive Secretary

### NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

BEN L. LASCHOW, 862 East Fifteenth St., Brooklyn, N. Y. .... President  
R. L. McCORMICK, 52 Klein Ave., Trenton, N. J. .... First Vice-President  
W. H. KOCH, 1404 Mt. Royal Ave., Baltimore, Md. .... Second Vice-President  
ALBERT FREEMAN, 25 West Broadway, New York, N. Y. .... Treasurer

### RETAIL TOBACCO DEALERS OF AMERICA, INC.

ERIC CALAMIA, 84 Williams St., New York, N. Y. .... President  
WILLIAM A. HICKEY ..... Treasurer  
MALCOLM FLEISHER ..... Secretary  
SEIGFRIED F. HARTMAN ..... Counsel

### CIGAR MANUFACTURERS ASSOCIATION OF AMERICA, INC., 200 Fifth Ave., New York, N. Y.

ALVARO M. GARCIA ..... President  
WALTER E. POPPER ..... Treasurer  
SAMUEL BLUMBERG ..... General Counsel  
Executive Committee—Alvaro M. Garcia (Ex-Officio), D. Emil Klein, Everett Meyer, Walter Popper, Arthur A. Schwartz and Harry Wurman.

### THE YORK COUNTY CIGAR MANUFACTURERS ASSOCIATION

CHARLES STUMP, Red Lion, Pa. .... President  
ARTHUR MCGUIGAN, Red Lion, Pa. .... Vice-President  
RUSSELL S. STINE, Red Lion, Pa. .... Secretary  
A. S. ZIEGLER, Red Lion, Pa. .... Treasurer

### FLORIDA CIGAR MANUFACTURERS ASSOCIATION

ARMANDO RODRIGUEZ ..... President  
FRANCISCO GONZALEZ ..... Vice-President  
JOHN LEVY ..... Treasurer  
FRANCIS M. SACK, Tampa, Fla. .... Secretary

### INDEPENDENT RETAIL TOBACCONISTS' ASSOCIATION

E. H. SNYDER ..... President  
J. GROSSMAN ..... First Vice-President  
IRVING MALITZKY ..... Second Vice-President  
EDWARD SEIGEL ..... Financial Secretary  
ALEXANDER DAVIS ..... Treasurer  
L. CHERNOW, 36 West 44th Street, New York, N. Y. .... Secretary

### TOBACCO SALESMEN'S ASSOCIATION OF AMERICA, INC.

JACK EDELSTEIN ..... President  
HARRY ABRAMS ..... Treasurer  
LEO RIEDERS, 604 West 162nd Street, New York, N. Y. .... Secretary

## OUR HIGH-GRADE NON-EVAPORATING CIGAR FLAVORS

Make tobacco mellow and smooth in character  
and impart a most palatable flavor

## FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS  
FRIES & BRO., 92 Reade Street, New York

## CIGAR BOXES

Tel. ALgonquin 4-9532 Established 1875



657-641 EAST 17th ST.  
NEW YORK



# "Romberg on the Air"

—FOR YOU!

SIGMUND ROMBERG, who has endeared himself to millions of Americans by his famous music, is starring in a special summer radio show for Raleighs (every Tuesday night on NBC). In addition, two other smash-hit, coast-to-coast radio programs each week for Raleighs—plus B&W's extensive campaigns in leading newspapers and magazines: they're all working hard to build good will for you and the products you sell!

## ALSO ON THE AIR...



## "RALEIGH PRESENTS BILLIE BURKE"

One of America's best-loved comedienne, Billie Burke stars on a new comedy program for Raleighs that's sure-fire entertainment (Wednesday nights, NBC).

## "PEOPLE ARE FUNNY"

Anything can happen—and everything does happen—on this hilarious half-hour of fun and foolishness every Friday night on NBC.

## ...ALSO NEWSPAPERS AND MAGAZINES

"He didn't even mention his stockings. Just bragged about his stock of Sir Walter Raleigh."

Smokes as sweet as it smells

"...the quality pipe tobacco of America"

FREE! 1¢ coupon: "Send me 1¢ and I'll send you Sir Walter Raleigh's new 10¢ pack of cigarettes. No purchase necessary. Offer good in U.S. only. Expires 6/30/45." (See coupon for details.)

Remember that cold, Wave?

You sailed out and bought a pack of KOOL

If KOOL made your throat feel so shipshape then (Even with a cold)

BUY-LINES • by Nancy Suter

A Weekly Summer Column of Things Amusing and Interesting

"I KNEW You'd..."

"You Won't Take This To Your Heart..."

"Don't Read This Because of Red Skies!"

"Let Me Tell You..."

"Just Magic!"

Why not keep 'em on deck all the time?

Get in the swing

Switch from "Hots" to KOOL for good!





**MORE MEN  
HAVE ENJOYED  
WHITE OWLS  
THAN ANY OTHER  
CIGAR EVER MADE  
IN THE  
UNITED STATES**

THE WHITE OWL PROGRAM FEATURING EARL WILSON AND FAMOUS GUEST STARS  
IS BROADCAST EVERY SUNDAY AT 10 P. M., EWT OVER THE MUTUAL NETWORK

# TOBACCO WORLD

•  
ESTABLISHED  
1881  
•

## ONLY SMALL CIGARS DECLINED IN APRIL

All classifications of tobacco products except small cigars registered increases in April this year, as compared to April last year, according to the comparative data of tax-paid products.

Cigars of all classes totaled 413,693,350, as compared to 399,991,531, a gain of 13,701,819, or 3.43 per cent.

Cigarettes totaled 21,280,408,131, as compared to 21,064,878,717, a rise of 215,529,414, or 1.02 per cent.

Large cigarettes totaled 14,374,750, for an increase of 12,774,485, or 789.38 per cent.; snuff, 4,358,497 pounds, for a gain of 654,919 pounds, or 17.68 per cent.; chewing and smoking tobacco, 23,715,270 pounds, for a rise of 3,450,891 pounds, or 17.03 per cent.

Small cigars totaled 9,000,933, for a loss of 3,399,067 pounds, or 27.41 per cent.

LIBRARY  
CURRENT SERIAL RECORD  
JUL 12 1946  
JULY  
U. S. DEPARTMENT OF AGRICULTURE  
1945



# More Camels than ever!

## *-genuine Camels-*

# but still not enough!



R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



**Still made of costlier tobaccos, properly aged and blended in the time-honored Camel way. When you do get Camels today, you're still getting Camels!**

**M**AYBE you've got a boy in Germany... or in the Pacific... Maybe, in his letters, he's told you how much a cigarette really means to a man in the service... Think of that next time your dealer has to say to you, "Sorry, no Camels today."

Because Camels are a service favorite around the world. Billions and billions of Camels are going to the armed services. *The service comes first!* Yes, even if here at home you can't get Camels every time you ask.

To meet this tremendous demand from the services—and the increased demand here at home—more Camels were made in 1944 than ever before. Production schedules call for even more this year. Still, there may not be enough to go round.

But Camels will not be sold down the river. Camels wouldn't be Camels if they were made of green, insufficiently cured tobaccos. The Camels you do get today will be *Camels*... mild, full-flavored... the way you learned to like 'em!

*The Service First*

Army, Navy, Marines, and Coast Guard  
—wherever they go in their winning of the war, they have first call on Camels.

*Camels*

HOBART B. HANKINS—Editor

Business Manager—B. S. PHILLIPS

# THE TOBACCO WORLD

Vol. 65

JULY 1945

No. 7

**T**HE entire Father's Day program, sponsored by the Veterans of Foreign Wars committees with the cooperation of the Cigar Institute of America, was worked out in accordance with the spirit of the times. All activities leading up to and including the date constituted a tribute to the men who brought about the actuality of V-E Day and the certainty of the defeat of Japan. Veterans of World War I who are fathers of veterans of World War II made up the VFW committees which visited hospitals to present cigars to the wounded. These presentations of cigars, furnished by the Cigar Institute, were made to those World War II veterans and fathers who are farthest away from home and family.

**N**ATIONWIDE ceremonies and special events which were held under the auspices of military and veterans' associations, in addition to the hospital activities, included special military and college events. At Ft. Benning, Ga., famous infantry post, Father's Day was celebrated in conjunction with Infantry Day. Military officials at Ft. Benning invited nine fathers from various sections of the country to visit the post from June 14 to 17. These special guests, the fathers of sons at camp who won the privilege, in special contests, of having their dads invited, were GI's for the entire period of the combined observances. *The Bayonet*, camp paper at Ft. Benning, ran a "Life with Father" essay contest. The prizes were cigars, which were awarded for the best one-hundred word humorous anecdote about "Life with Father."

**T**HE Army did not monopolize Father's Day. For the Navy celebrated it, too. Crews of Uncle Sam's mighty marine armada, in one hundred foreign ports, got Father's Day cigars through U. S. Maritime Service channels. Thus, for the first time, the occasion was an international cigar Father's Day. In addition to the official military and civic programs, the Tobacco Tables in the major communities sent extra quantities of cigars to the servicemen's hospitals. VFW committees distributed cigars to the wounded World War II servicemen at the following hospitals: Northington General Hospital, Tuscaloosa, Ala.; Letterman General Hospital, San Francisco, Calif.; Fitzsimmons General Hospital, Denver, Colo.; U. S. Navy Hospital, Farragut, Idaho; Gardiner General Hospital, Chicago, Ill.; Mayo General Hospital, Galesburg, Ill.; U. S. Navy Hospital, Great Lakes, Ill.; Billings General Hospital, Ft. Benjamin Harrison, Ind.; Schick General Hospital, Clin-

ton, Iowa; Winter General Hospital, Topeka, Kans.; Nichols General Hospital, Louisville, Ky.; LaGrade General Hospital, New Orleans, La.; Lovell General Hospital, Ft. Devens, Mass.; Percy Jones General Hospital, Battle Creek, Mich.; Halloran General Hospital, Willowbrook, S. L., N. Y.; Crile General Hospital, Cleveland, Ohio; Valley Forge General Hospital, Phoenixville, Pa.; Kennedy General Hospital, Memphis, Tenn.; McCloskey General Hospital, Temple, Texas, and Baxter General Hospital, Spokane, Wash.

**I**T is our sad duty to report the passing of Ben Carroll, vice-president of the Liggett and Myers Tobacco Co., at his New York City home on June 6th. Born in St. Louis, he spent his whole working life in the tobacco industry, where he was well known and respected. Ben Carroll had been with Liggett and Myers since its organization in 1911. He served as assistant auditor from 1918 to 1923, when he was appointed auditor. He was made a director of the company in 1930. In 1932, a year after his moving from St. Louis to New York, he was elected treasurer of the company, and he served as vice-president since his election to that office in 1936. He was a member of the Hudson River Country Club and the Metropolitan Club in New York City. He was a prominent member of the West Presbyterian Church of St. Louis. Funeral services were held in that city on June 9th. Surviving, in addition to his wife, Laura W. Carroll, are his sister, Mrs. Edward A. Galloway, of Dallas, Texas, and two brothers, Homer and Harry H. Carroll, both of St. Louis.

**A**S one who has had considerable experience as a distributor of cigars, it seems to me that there is a very sharp difference between one distributor who takes on any and everything, and another who limits his range of brands in order to do a concentrated job within concentrated territory. In other words, it is my firm conviction that the success of any distributor is, to an important degree, both governed and measured by the success and standing of the brands which he represents in his territory. The temptation to handle a great variety of merchandise including many brands of a given commodity as, for example, cigars, in order to attain a large dollar volume, is not, to my way of thinking, the best or the surest way of building a sound or successful business. —From "Planning Ahead for Postwar Sales," by William Best, vice-president, General Cigar Co., Inc., in "The Long Ash."

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# May Report of Tobacco Products

Product	Month of May			Increase or Decrease	
	1945	1944		Quantity	Per Cent.
Cigars:					
Class A—					
United States .....	4,274,716	17,071,256	—	12,796,540	74.96
Puerto Rico .....	200,100	400,000	—	199,900	....
Total .....	4,474,816	17,471,256	—	12,996,440	74.39
Class B—					
United States .....	39,012,343	22,238,356	+	16,773,987	75.43
Puerto Rico .....	113,000	25	+	112,975	....
Total .....	39,125,343	22,238,381	+	16,886,962	75.94
Class C—					
United States .....	73,494,328	173,635,488	—	100,141,160	57.67
Puerto Rico .....	3,152,620	909,620	+	2,243,000	....
Total .....	76,646,948	174,545,108	—	97,898,160	56.09
Class D—					
United States .....	136,296,687	23,381,244	+	112,915,443	482.93
Puerto Rico .....	3,342,750	207,150	+	3,135,600	....
Total .....	139,639,437	23,588,394	+	116,051,043	491.98
Class E—					
United States .....	127,364,453	143,979,391	—	16,614,938	11.54
Puerto Rico .....	2,819,663	703,675	+	2,115,988	....
Total .....	130,184,116	144,683,066	—	14,498,950	10.02
Class F—					
United States .....	17,564,143	15,779,693	+	1,784,450	11.31
Puerto Rico .....	184,050	29,150	+	154,900	....
Total .....	17,748,193	15,808,843	+	1,939,350	12.27
Class G—					
United States .....	15,686,680	3,906,103	+	11,780,577	301.59
Puerto Rico .....	2,275	25	+	2,250	....
Total .....	15,688,955	3,906,128	+	11,782,827	301.65
Total All Classes:					
United States .....	413,693,350	399,991,531	+	13,701,819	3.43
Puerto Rico .....	9,814,458	2,249,645	+	7,564,813	....
Grand Total .....	423,507,808	402,241,176	+	21,266,632	5.29
Little Cigars:					
All United States .....	9,000,933	12,400,000	—	3,399,067	27.41
Cigarettes:					
United States .....	21,280,408,131	21,064,878,717	+	215,529,414	1.02
Puerto Rico .....	12,014,700	933	+	12,013,767	....
Total .....	21,292,422,831	21,064,879,650	+	227,543,181	1.08
Large Cigarettes:					
United States .....	14,374,750	1,600,265	+	12,774,485	798.27
Puerto Rico .....	.....	.....	.....	.....	....
Total .....	14,374,750	1,600,265	+	12,774,485	798.27
Snuff (lbs.):					
All United States .....	4,358,497	3,703,578	+	654,919	17.68
Tobacco (Chewing and Smoking) lbs.:					
All United States .....	23,715,270	20,264,379	+	3,450,891	17.03

\* Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

# 11 Months' Report of Tobacco Products

Product	1st Eleven Months			Increase or Decrease	
	Fisc. Yr. End. 6/30/45	Fisc. Yr. End. 6/30/44		Quantity	Per Cent.
Cigars:					
Class A—					
United States .....	87,954,268	233,218,276	—	145,264,008	62.29
Puerto Rico .....	2,401,232	1,917,920	+	483,312	....
Total .....	90,355,500	235,136,196	—	144,780,696	61.57
Class B—					
United States .....	327,314,949	337,366,378	—	10,051,429	2.98
Puerto Rico .....	2,951,750	36,525	+	2,915,225	....
Total .....	330,266,699	337,402,903	—	7,136,204	2.12
Class C—					
United States .....	1,155,753,415	2,257,890,375	—	1,102,136,960	48.81
Puerto Rico .....	25,429,575	5,148,320	+	20,281,255	....
Total .....	1,181,182,990	2,263,038,695	—	1,081,855,705	47.81
Class D—					
United States .....	947,617,862	202,859,918	+	744,757,944	367.13
Puerto Rico .....	19,016,020	662,450	+	18,353,570	....
Total .....	966,633,882	203,522,368	+	763,111,514	374.95
Class E—					
United States .....	1,567,817,665	1,285,151,368	+	282,666,237	21.99
Puerto Rico .....	25,533,055	2,964,126	+	22,568,929	....
Total .....	1,593,350,660	1,288,115,494	+	305,235,166	23.70
Class F—					
United States .....	188,089,950	138,193,017	+	49,896,933	36.11
Puerto Rico .....	1,796,440	47,150	+	1,749,290	....
Total .....	189,886,390	138,240,167	+	51,646,223	37.36
Class G—					
United States .....	128,696,275	26,031,115	+	102,665,160	394.39
Puerto Rico .....	312,842	2,525	+	310,317	....
Total .....	129,009,117	26,033,640	+	102,975,477	395.55
Total All Classes:					
United States .....	4,403,244,324	4,480,710,447	—	77,466,123	1.73
Puerto Rico .....	77,440,914	10,779,016	+	66,661,898	....
Grand Total .....	4,480,685,238	4,491,489,463	—	10,804,225	.24
Little Cigars:					
All United States .....	104,173,187	125,182,693	—	21,009,506	16.78
Cigarettes:					
United States .....	214,554,680,814	237,103,052,938	—	22,548,372,124	9.51
Puerto Rico .....	66,641,900	2,903,373	+	63,738,527	....
Total .....	214,621,322,714	237,105,956,311	—	22,484,633,597	9.48
Large Cigarettes:					
United States .....	66,920,213	8,665,212	+	58,255,001	672.29
Puerto Rico .....	.....	800	—	800	....
Total .....	66,920,213	8,666,012	+	58,254,201	672.21
Snuff (lbs.):					
All United States .....	39,883,725	39,105,006	+	778,719	1.99
Tobacco (Chewing and Smoking) lbs.:					
All United States .....	252,238,644	230,687,813	+	21,550,831	9.34

\* Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."



## TOBACCO TRADE OVER THE TOP

**S**ECTION 10, including the tobacco industry, was first over the top in the 7th war loan drive of the New York County War Finance Committee, it was announced by Claude W. Berkley, assistant sales manager of P. Lorillard Company and War Finance Committee section-supervisor. This section comprising beverages, wines and spirits, and tobacco had accepted a quota of \$40,000,000. According to Mr. Berkley's official report, their total war bond sales as of June 18, amounted to \$58,517,185.

Howard S. Cullman, president of Cullman Bros., and chairman of the tobacco division states that, whereas every trade group of this division has either achieved or exceeded its quota, their efforts in the days remaining in the seventh war loan drive will be toward beating all records in previous war loans.

Mr. Cullman's bond-selling organization is made up of the chairmen of each tobacco trade group and the volunteer committeemen enlisted from that particular field. These five trade groups, their chairmen and committeemen are as follows:

**CIGARETTES AND PROCESSED TOBACCO:** Chairman, Herbert A. Kent, president of P. Lorillard & Co. Committeemen: Edward C. Hunter, chief auditor of P. Lorillard & Co. and Edgar Cullman of Benson Hedges Co.

**CIGARS:** Chairman, Harley Jefferson, president of Waitt & Bond, Inc. Committeemen: Alvaro Garcia, president of Garcia y Vega; Felix A. Greenhut of General Cigar Co., Inc.; Everett Meyer, president of Webster Tobacco Co.; Leo Ornstein, vice-president of Consolidated Cigar Co.

**PIPES AND ACCESSORIES:** Chairman, Arthur Mainzer, president of Alfred Dunhill, Inc., and co-chairman, Walter B. Bonwit of the same firm. Committeemen: Stephen H. Dobbs of Fran-Stef Mfg. Co.; Charles H. Lesser of Lektrolite Corp.; Eugene J. Rich of John Hudson Moore, Inc.; George St. John of S. M. Frank Co., Inc.; Arthur Rogers of Rogers Imports, Inc.; Dr. M. J. Stammelman of Atmos Products Co.; Herbert Schonzeit of Rogers Imports, Inc.; Harry Lane of Alfred Dunhill, Inc.

**LEAF TOBACCO:** Chairman, Otto Kienbusch of C. H. Spitzner & Son, Inc.; Committeemen: Alfred Smith of Constantino, Gonzelez y Cia.; Philip Polumbaum of American Sumatra Tobacco Co.; Alfred Mendelsohn of Meyer & Mendelsohn, Inc.; Paul Hirschhorn of Weil and Sons; Howard L. Friend of Friend and Co., Inc.; H. M. Duys, president of H. Duys & Co., Inc.; Charles W. Duignan of Rothschild-Samuels-Duignan; George Beyea of Morton S. Rupp, Inc.; Morris Beyea of Morton S. Rupp, Inc.

**TOBACCO JOBBERS:** Chairman, Ira Katz, president of Metropolitan Tobacco Co. Committeemen: Moe Packer of Packer Bros.; Ralph S. Williams, vice-president of Faber, Coe & Gregg; Arthur Gluck of Rowe Vending Sales Corp.; Charles S. Greene of Charles Greene Co.; Saul Rosenberg of J. Rosenberg & Sons; Joseph Kolodny of the National Association of Tobacco Distributors; Hyman Oriel of A. Oriel Co.; Samuel Wasserman of B. Wasserman Company.

**RETAIL TOBACCO MERCHANTS:** Chairman, Eric Calamia of the Retail Tobacco Association of America. Committeemen: Bernard Horowitz, Lou Lieberman, Joseph Grossman, Moe Weinstein, Edward Snyder, Bernard Schwarz, Hyman Schaffer and Samuel Katz.

## NEW REYNOLDS PREFERRED STOCK

**D**IRECTORS of the R. J. Reynolds Tobacco Co. plan to issue an initial series of 490,000 shares of new preferred stock carrying a dividend rate of not more than 3¾ per cent. if stockholders approve the authorization of 750,000 shares of new \$100 par preferred stock. According to the proxy statement, the initial series of preferred would be offered for subscription to holders of common and new B common stock at not less than \$100 a share on the basis of one preferred share for each twenty common shares of either class held.

Negotiations have been carried on with Dillon, Read & Co., Inc., and Reynolds & Co. to head a list of underwriters. The arrangements would call for the underwriters to purchase any shares not subscribed by stockholders at the same price offered to stockholders, plus accrued dividends. Underwriters would be compensated for their services.

Directors have no present intention of issuing more than the 490,000 initial shares of preferred stock, and will apply for listing of the new shares on the New York Stock Exchange, the statement said.

Addition of some \$49,000,000 to the company's funds would reduce the amount borrowed from banks for leaf tobacco purchases, but it is contemplated that the company will continue to supplement its working capital by bank loans, according to the statement.

It is stipulated that dividend rates on new preferred stock cannot exceed 6 per cent., and that redemption or voluntary liquidation prices cannot require payment of a premium in excess of \$10 a share. Preferred stock shall have no voting rights, unless four quarterly dividends are in default, in which case the preferred stockholders may elect four directors, with 25 per cent. of the preferred shares outstanding constituting a quorum.

## EIRE DEPENDS ON U. S.

**T**HE 10-year steady decline in Eire's tobacco production, attributed in prewar years to farmers' lack of interest in the crop and accentuated during the war by the necessity for growing essential foodstuffs for which there exists a ready market at guaranteed prices, has increased Eire's dependence on imports for practically all of its tobacco requirements. The 1944 outturn amounted only to about 71,000 pounds of leaf from 109 acres.

The United States has retained its position as principal supplier of Eire's leaf tobacco imports. During the 5-year period, 1935-1939, when leaf tobacco imports averaged about 11,142,000 pounds annually, the bulk of the imports consisted of United States flue-cured types imported either directly from this country or by re-export from the United Kingdom. In the later war period, 1940-1944, Eire's imports of leaf have averaged only 7,167,000 pounds annually, with the United States continuing as the leading source of supply.

A shortage of leaf supplies resulted in much larger imports of cigarettes during 1943 and 1944. During those two years, imports of United States cigarettes amounted to 410,000 pounds and 594,000 pounds, respectively. Eire's imports of other tobacco products are insignificant.

## Lucky Strike Means Fine Tobacco...



"Boy, That's Tobacco!" Painted from life in the tobacco country by James Chapin.

## YES! Lucky Strike Means Fine Tobacco!

**So Round, So Firm, So Fully Packed—  
So Free and Easy on the Draw...**



Copyright 1944, The American Tobacco Company



# KING EDWARD

*America's  
Most Popular  
Cigar*

Made by a Company with 84 Years of Experience in Cigar Manufacturing

**JNO. H. SWISHER & SON, INC.**  
Cigar Manufacturers  
JACKSONVILLE, FLORIDA

40  
MINUTES  
OF  
SMOKING  
PLEASURE



## Stocks of Leaf Tobacco

**S**TOCKS of all types of leaf tobacco owned by dealers and manufacturers in the United States and Puerto Rico totaled 2,730,780,000 pounds on April 1, 1945, or 3.3 per cent. above April 1, 1944, when stocks amounted to 2,643,364,000 pounds. This increase is due principally to a larger production in 1944 which is now estimated at 1,950,213,000 pounds or 544,017,000 pounds above 1943. It is estimated that around 650 million pounds of the 1944 production of all domestic types combined entered stocks through sales during the quarter January 1 to April 1, 1945. Total stocks for this period, however, showed a net increase of only 94,529,000 pounds.

Domestic cigarette-leaf stocks were approximately 5 per cent. higher than on April 1, 1944. Practically all of this increase was in Burley stocks. Reported holdings on April 1, 1945, of dark types and cigar-leaf tobacco decreased very slightly from the previous April 1 totals.

Dealers' stocks were reported as 325,520,000 pounds on April 1, 1945. This is 11.9 per cent. of the total April 1 holdings, while dealers held 9 per cent. of the total stocks on April 1, 1944. Stocks in the hands of manufacturers were 2,405,260,000 pounds or 88.1 per cent. of the total reported compared with 91 per cent. a year ago.

Commodity Credit Corporation stocks as reported on April 1 were 116 million pounds lower than on Jan-

uary 1, 1945. These stocks on April 1 were 171 million pounds compared to 287 million pounds on January 1.

Cigar filler stocks as a whole were higher than a year ago because of a very large increase in holdings of Puerto Rican tobacco. Much of this increase shows in stocks on the Island. Stocks of all other filler types were below April 1, 1944, levels. Holdings of cigar binder types dropped around 6 per cent. from April 1, 1944. The largest losses were displayed by Type 52, Connecticut Havana Seed, and Type 54, Southern Wisconsin. Stocks of Connecticut Broadleaf, and New York and Pennsylvania Havana Seed, however, were higher than a year previous. Total wrapper stocks were greater because of an increase of 1,510,000 pounds in Type 61, Connecticut shade-grown. The supply of Type 62, Georgia and Florida shade-grown, was less than on April 1 of the foregoing year.

Stocks of cigar wrapper tobacco were made up of 10,534,000 pounds of Connecticut shade-grown, and 5,066,000 pounds of Georgia and Florida shade-grown. As cigar-wrapper tobacco does not enter stocks during the first quarter, both of these types showed decreases from reported holdings on January 1, 1945.

Stocks of all types of domestic cigar leaf combined, including Puerto Rican, were only slightly below a year ago. April 1, 1945, holdings totaled 323,586,000 pounds compared with 324,241,000 pounds on April 1, 1944.

This captivating, loveable girl  
is building sales for you  
constantly in  
**31 MILLION HOMES**

When you combine a sensational advertising campaign with a fine quality, delicious candy bar, that means spectacular consumer demand in any language. And when that candy bar is so utterly different that it stands out from all others, it's a sales-building combination that makes cash registers sing. Such a perfect combination is rare, particularly in the candy field. And that's why there's so much excitement over BIT-O-HONEY.

### The Candy Bar with the All-Year Appeal

BIT-O-HONEY'S unique ingredients, which make it possible for distributors and retailers to sell this fine bar the year 'round, place BIT-O-HONEY in a field of its own as a fast-selling profit maker right through the year.

To make the most of this great, natural selling advantage, BIT-O-HONEY has launched a new and spectacular advertising campaign which brings the story of this wonderful bar to more and more millions. 31 million families will be sold on this extra-handy bar that has so long been the taste favorite of so many. One of the most action-arousing campaigns ever conceived for

a candy bar is being carried nationwide with a consumer response that is building a mighty interest in BIT-O-HONEY.

Today candy will sell without advertising. In fact, at present we can't possibly supply the demand. But tomorrow it will be different. Then, the fact that 31 million families already know about BIT-O-HONEY'S smooth, golden blend of energy-building ingredients will keep fingers busy at the cash register keys. So for extra profits... and extra satisfied customers both summer and winter... feature the candy bar that works year 'round for you—BIT-O-HONEY.



LITTLE  
MISS BIT-O-HONEY

**31 MILLION FAMILIES  
ARE SEEING  
BIT-O-HONEY'S  
Spectacular Advertising  
Campaign in**

**46 SUNDAY NEWSPAPER COMIC  
SECTIONS FROM COAST TO COAST  
REACHING 15,000,000 HOMES...**

Including New York  
Daily News, Chicago  
Tribune, Philadelphia  
Inquirer, St. Louis  
Post-Dispatch, Detroit  
News and 41 others.

**17 COMIC BOOKS READ EACH MONTH  
IN 10,000,000 HOMES**

**6 FAMOUS WOMEN'S MAGAZINES  
REACHING 6,000,000 HOMES**

**MANUFACTURED BY  
SCHUTTER CANDY COMPANY**  
Also Manufacturers of OLD NICK Candy Bars

Factory: Chicago  
General Offices: Saint Louis



**5¢** A "Honey" of a  
candy bar



## Cigar Institute's "Picture of the Month"

"Rhapsody in Blue," the long-awaited Warner Bros. production based on the life of the late George Gershwin, famous song composer, will be posterized by the Cigar Institute of America as its July "Picture of the Month." The new Warner Bros. production of important musical Americana had its premiere June 27th in New York at the Hollywood Theater. It is studied with Gershwin's popular songs and his more serious works.

Cigar and motion picture people who have seen prevues of "Rhapsody in Blue" are lavish in their praise of it as both an exceedingly moving and entertaining picture and a movie replete with impressive cigar scenes.

Robert Alda plays the leading role of George Gershwin. Co-stars are Joan Leslie, Alexis Smith and Charles Coburn. Coburn is familiar to cigar smokers throughout the country as a real cigar devotee.

One of the most interesting features of "Rhapsody in Blue" is that six well-known figures of the entertainment world who played important roles in Gershwin's actual life play themselves in the picture. They are Paul Whiteman, Al Jolson, George White, Hazel Scott, Oscar Levant and Anne Brown.

Irving Rapper directed "Rhapsody in Blue." It is interesting to note that he also directed Warner Bros.' much discussed "The Adventures of Mark Twain" which was the CIA "Picture of the Month" for May, 1944.



### SWEDEN'S CONSUMPTION GROWS

**S**WEDEN'S 1944 tobacco crop amounted to 1,257,000 pounds from 786 acres, as compared with 1,336,000 pounds from 771 acres in 1943. Average production during the period 1938-1942 amounted to 936,000 pounds from 582 acres. Prices paid to growers for leaf of the 1944 crop averaged 25.5 cents per pound, as compared with 25.8 cents for 1943-crop leaf. Sweden is dependent on imports of foreign leaf for the bulk of its tobacco supplies.

Consumption of tobacco products in 1944 was probably of record volume, according to sales figures released by the Tobacco Monopoly. Sales of smoking tobacco in 1944 totaled 4.5 million pounds, as compared with 3.7 million in 1943. Sales of snuff arose to 7.7 million pounds from 7.2 million in 1943. Cigar sales totaled 29.7 million pieces, or slightly below the 1943 volume. Sales of cigarillos and cigarettes amounted to 159.7 million pieces, and 2.3 billion pieces, respectively, in 1944. American cigarettes continued to be extremely popular with Swedish consumers. Reports state that a shipment from the United States, which had been ordered about a year ago, recently arrived in Sweden. Short supplies of cigarettes in this country, however, may sharply reduce Swedish imports in the immediate future.

### ARGENTINA'S CROP LARGER

**T**HE second estimate of the Argentine Ministry of Agriculture places the country's 1944-45 tobacco crop at 42,968,000 pounds, or about 6.6 per cent. greater than the first estimate. In 1943-44, Argentina produced about 42,017,000 pounds of tobacco. Production of tobacco during the five years 1938-39 through 1942-43 averaged 39,607,000 pounds annually. Most of the tobacco production consists of native types grown in the Territory of Misiones and the Provinces of Corrientes and Salta.

Argentina's tobacco requirements exceed the amounts available from domestic production, and substantial imports of leaf, averaging about 20 million pounds annually in recent years, are necessary. Brazil, the United States, Paraguay and Cuba are the principal sources of supply. During the period 1935-1939, Argentina's takings of United States leaf as measured by United States exports, averaged about 1,350,000 pounds annually. Most of the leaf consisted of flue-cured and fire-cured types. In addition, considerable quantities of blended cut tobacco for the preparation of cigarettes are imported. United States exports of leaf tobacco to Argentina during the war years 1941-1943 were nearly double those of the immediate prewar period.

The Tobacco World

Cigars are the most pleasurable and economical form of smoking.

# BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

First Issue 1929

July 1945

Prepared twice a month

## PHULOFAX (The Retailer's Friend) SAYS

John Nofax: "After the war, I'm going to do a yearly volume of at least seven million dollars."

Bill Straitfax: "Fine! Then you're going to do about 48% of the total volume available in your area."

John Nofax: "Hellno—I can't corral that much business!"

Bill Straitfax: "Well, what about your seven million volume?"

John Nofax: "I didn't stop to figure it out!!!"

Remember the old story of "How Cook a Rabbit" and the moral "Catch the Rabbit First"—this applies to Post War Planning, too.

John Nofax: "I plan to work my general line within a radius of 100 miles, but my franchised brands over a radius of 300 miles."

Bill Straitfax: "Will you be able to get control of your franchised brands in all that territory?"

John Nofax: "I didn't stop to think of that!"

John Nofax: "I've never been there, but they tell me there's a world of business in Greenergrasstown. I'm laying all plans to open a branch there with six or seven salesmen."

Bill Straitfax: "What's the population of that town? What lines can you get? Will six or seven salesmen be too many or too few? What's the competitive condition in that town? You COULD find out, you know, before making a definite decision."

John Nofax: "I didn't stop to look into that!"

Figuring out a Plan without finding out Facts is a woeful waste of work.

Phil M. Phulofax  
D. B. I.

Associated with BAYUK CIGARS INC., Philadelphia—Makers of fine cigars since 1897.

YES SIR, MR. BANKER, MY POSTWAR PLANS CALL FOR GREAT EXPANSION—TRIPLE MY SALES FORCE—TRAVEL 40 MORE COUNTIES—PUT IN AT LEAST 10 NEW TYPES OF GOODS. I AM GOING TO BE THE BIGGEST JOBBER IN THIS SECTION

THAT'S FINE, MR. BROWN. BUT HOW MUCH CAPITAL WILL THESE PLANS REQUIRE AND DO YOU HAVE THIS CAPITAL AVAILABLE?

REMEMBER, MR. BROWN, OUR CREDIT DEPARTMENT HAS ALWAYS QUESTIONED YOUR BIG IDEAS. EVEN BEFORE THE WAR WE WERE WORRIED ABOUT YOUR ABILITY TO MAKE MONEY IN YOUR OLD TERRITORY



YOU ARE NOT GOING TO FIND ME TRAVELLING A MAN 100 MILES TO GET 50 NEW CUSTOMERS WHEN I KNOW THAT THERE ARE AT LEAST 75 NEW CUSTOMERS RIGHT IN MY PRESENT TERRITORY. I EXPECT TO PUT ON 2 OR 3 MORE MEN AND CONCENTRATE ON THE GOODS I KNOW SOMETHING ABOUT AND

YOUR POSTWAR PLANS MAKE SENSE TO ME, AND IF YOU NEED A LOAN WE WILL HAVE IT READY FOR YOU

THE CREDIT DEPARTMENT WILL ALWAYS BE GLAD TO HELP YOU AS LONG AS YOU STAY ON THAT PLAN

ON WHICH I CAN MAKE A PROFIT



Bayuk Brands Build Business—PHILLIES, DE LUXE PHILLIES, BAYUK RIBBON, MAPACUBA, CHARLES THOMSON, PRINCE HAMLET



**LORILLARD'S POPULAR LEADERS**



*Enjoy a pleasing Cigarette!*

# Old Gold

A superb blend of many choice tobaccos.



Apple "Honey" helps guard O.Gs. from Cigarette Dryness!

*Lorillard Company* America's oldest tobacco merchants—Established 1760

\*Manufactured Tobacco Produced by Classes  
(As reported by the Bureau of Internal Revenue based on manufacturers' returns of production)

Month of March		Increase or Decrease		
Product	1945	Quantity	Per Cent.	
Plug	5,416,450	—	78,487	1.43
Twist	623,617	+	35,629	6.06
Fine-Cut Chewing	329,565	—	10,351	3.05
Scrap Chewing	4,563,782	+	368,260	8.78
Smoking	14,757,583	+	6,377,601	76.11
Snuff	4,213,834	+	290,607	7.41
Total	29,904,831	+	6,983,259	30.47

Three Months		Increase or Decrease		
Product	End. Mar. 31, 1945	Quantity	Per Cent.	
Plug	14,980,871	—	449,810	2.92
Twist	1,731,605	+	134,735	8.44
Fine-Cut Chewing	1,011,706	+	34,944	3.58
Scrap Chewing	13,311,871	+	523,998	4.10
Smoking	43,257,522	+	15,014,270	53.16
Snuff	11,802,208	+	554,429	4.93
Total	86,095,783	+	15,812,566	22.50

\*The production figures are in pounds, and are subject to revision until published in the annual report of the Commissioner of Internal Revenue.

Internal Revenue Collections for May			
Source of Revenue	1945	1944	
Cigars, including floor tax	\$ 3,255,641.62	\$ 2,733,181.57	
Cigarettes, including floor taxes	74,585,102.13	73,746,514.71	
Snuff	784,529.54	666,644.11	
Tobacco, chewing and smoking	4,268,964.08	3,647,652.44	
Cigarette papers, tubes and leaf dealer penalties	130,685.92	74,014.79	

## UNIVERSAL DEVELOPS WATER-RESISTANT MATCHES

**I**MPORTANCE of Universal Match Corporation's recent development of water-resistant matches was lauded as "a substantial contribution to the war effort," in a letter received by that St. Louis company from the War Production Board. Stating that no match can be considered "waterproof," as erroneously claimed by certain other match manufacturers, W. P. B. pointed out that the several billion water-resistant matches manufactured for the armed forces by Universal fully satisfied rigid Army requirements. Actual tests show that the Universal water-resistant match will light after more than ten hours of unprotected submersion in water.

The water-resistant match is much like the common household Strike-Anywhere match, except that the head of the match, and more than half of the stick, are coated with a green, luminescent solution developed by Universal, which, for all practical purposes, is impervious to water.

Need for a water-resistant match became apparent with development of the offensive war against Japan; steaming jungles and rain-soaked duffle bags quickly making ordinary matches useless.

Universal Match Corporation, consequently, received a request from the Quartermaster Corps for a match which would 'strike, burn, function properly after six hours submersion in water.' Joke of the request was that efforts had been made for more than a hundred years to develop a match of this type; nevertheless, under the pressure of military urgency, Universal chemists produced adequate formulas within two weeks and satisfactory production methods within two months.

First Universal water-resistant matches—testing nearly double Army specifications—were delivered to the Quartermaster Corps early in 1944, but for reasons of military security no disclosures were made by the company, nor acknowledged by the Government until the present.

Postwar markets for water-resistant matches are considerable, as is evidenced by the century-old effort to produce them. Their use among fishermen, hunters, and campers is obvious, but Universal chemists go one step farther and humorously predict that deep-sea divers, wanting a smoke on the ocean's floor, will someday strike Universal water-resistant matches on the soles of their cleated, rubber boots—and get a light!

## ROMBERG FOR SIR WALTER RALEIGH

Sigmund Romberg, well-known musical composer, will star on the special summer radio show on behalf of Raleigh cigarettes and Sir Walter Raleigh smoking tobacco, products of the Brown & Williamson Tobacco Corp., Louisville, Ky. The program will replace for the season the Hildegard show, heard every Tuesday night over the NBC Network and will go on at the same time.

The company's other two radio programs, Billie Burke's Show on Wednesday nights and "People Are Funny," heard every Friday night, will continue as heretofore.

The Tobacco World

When they step up to your counter, be sure they—

# Make a date with MODEL



SMELLS BETTER IN THE POUCH—  
SMOKES BETTER IN YOUR PIPE

United States Tobacco Company  
New York, Chicago, Nashville, Richmond, San Francisco



## MORE CIGARETTES?

**T**HE following resolution was adopted unanimously on June 19th by representatives of wholesale and retail cigarette distributing organizations at a meeting with Daniel P. Woolley, Regional OPA Administrator: "There has been a substantial increase in the overall supply of cigarettes for civilians in the New York area. The average smoker should be able to buy enough for his daily needs without standing in line or going from store to store.

"We deplore the practice of some stores of limiting sales of cigarettes to one or two hours a day. This causes lines to be formed unnecessarily, which creates an erroneous impression among passersby that cigarettes may still be hard to get.

"We urge smokers not to hoard cigarettes and not to shop from store to store when they have enough for one day's need. We urge smokers to buy one pack at a time, and from day to day.

"The cigarette supply situation has improved and it will continue to improve if the public cooperates by not hoarding. The entire cigarette shortage situation should clear up soon.

"This improvement results from a long and strenuous effort by the OPA under Mr. Woolley, with the cooperation of the tobacco industry to restore cigarettes to the normal channels of distribution."

Joseph H. Leopold, chairman of the N. Y. Pharmaceutical Council, told the meeting that several hundred druggists in N. Y. C. were unable to obtain supplies of cigarettes. H. A. Oriel, managing director of the Wholesale Tobacco Distributors, pledged to cooperate with the druggists in obtaining cigarettes for them.

Those present included: Joseph Grossman, president, Independent Retail Tobacco Association; S. A. Silverman, assistant director, Wholesale Tobacco Distributors; Jos. H. Leopold, chairman, N. Y. Pharmaceutical Council; Samuel Katz, president, Tri Boro Association; Ben Sholder, president, United Wholesale Tobacco & Cigarette Dist. Association; Jos. A. Schragar, chairman of board, United Wholesale Tobacco & Cigarette Dist. Association; Philip F. Schneider, general counsel, United Wholesale Tobacco & Cigarette Dist. Association; Bernard B. Horowitz, president, Associated Retailers Corporation; Jacob Pivar, president, Retail Stationers Association; and H. A. Oriel, managing director, Wholesale Tobacco Distributors.

July, 1945

## SPRUCE LUMBER for CIGAR BOXES

It's Brighter - for the Eye  
It's Lighter - for Shipping  
It's Better - for the Cigars

SPECIFY SPRUCE

### Uptegrove Lumber Co.

Cigar Box Lumber for 72 years

15 Washington St.

Newark, N. J.

Established 1886

## "BEST OF THE BEST"

VERY OPTIMO MILD  
CIGARS

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

## AUTOKRAFT CIGAR BOXES

Boite Nature Novelty  
Cedar Chests Wrapped

Are Outstanding In  
Quality-Design-Cost

### AUTOKRAFT BOX CORP.

Lima, Ohio  
Chicago, Ill.  
Detroit, Mich.  
Hellam, Pa.  
Hanover, Pa.  
Philadelphia, Pa.  
Wheeling, W. Va.



# Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

## Schedule of Rates for Trade-Mark Services Effective April 1, 1916

Registration,	(see Note A),	\$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of \$2 will be made to members of the Tobacco Merchants Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar (\$1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars (\$2.00) will be made and so on an additional charge of One Dollar (\$1.00) will be made for every ten (10) additional titles necessarily reported.

### TRANSFERRED REGISTRATIONS

**MARLENA:—38,542** (United Registration Bureau for the Tobacco Industries). For cigars, cigarettes, cheroots, and tobacco. Registered on January 12, 1914, by American Litho. Co., New York, N. Y. Through mesne transfers acquired by Francisca Menendez and Justa Chao, Tampa, Fla. Re-transferred to Abelardo Menendez, Tampa, Fla., on May 24, 1945.

**MARLINA:—36,268** (United Registration Bureau for the Tobacco Industries). For cigars, cigarettes, cheroots, and tobacco. Registered on January 19, 1911, by American Litho. Co., New York, N. Y. Through mesne transfers acquired by Francisca Menendez and Justa Chao, Tampa, Fla. 21,497 (Tobacco World). For cigars, cigarettes, cheroots, and tobacco. Through mesne transfers acquired by Francisca Menendez and Justa Chao, Tampa, Fla. Both registrations re-transferred to Abelardo Menendez, Tampa, Fla., on May 24, 1945.

**PACIFIC HIGHWAY:—153,139** (U. S. Patent Office). For cigars. Registered on March 14, 1922, by Coast Specialty Co., Inc., Bellingham, Wash. Transferred to Fred Druck Cigar Co., Dallastown, Pa. Re-transferred to Yorkana Cigar Co., York, Pa., on March 24, 1945.

**HAY-A-TAYLOR:—45,318** (Tobacco Merchants Ass'n. of the U. S.). For cigars. Registered on September 28, 1928, by J. C. Taylor, Yoe, Pa. Transferred to Charles D. Rider, Red Lion, Pa., on April 13, 1945.

**DIME BANK:—39,102** (United Registration Bureau for the Tobacco Industries). For cigars, cheroots, and stogies. Registered by Mazer Cigar Mfg. Co., Detroit, Mich., on March 23, 1915. Transferred to J. C. Winter & Co., Inc., Red Lion, Pa. Re-transferred to Paul E. Reichard, owner of P. E. R.'s Mfg. Co., Red Lion, Pa., on May 29, 1945.

**LA FAMA DE MARCA:—32,228** (U. S. Tobacco Journal). For cigars, cigarettes, and tobacco. Registered on October 30, 1906, by Schmidt & Co., New York, N. Y. Through mesne transfers acquired by J. C. Winter & Co., Inc., Red Lion, Pa. Re-transferred to Associated Cigar Co., Red Lion, Pa., on May 11, 1945.

**EL PRO:—25,338 and 27,169.** For cigars, cigarettes, and tobacco. Registered on May 6, 1903, by American Litho. Co., New York, N. Y. Through mesne transfers acquired by A. Gutierrez, Inc., Passaic, N. J. Re-transferred to G. H. P. Cigar Co., Inc., Philadelphia, Pa., on January 18, 1945.

### \*Manufactured Tobacco Produced by Classes

(As reported by the Bureau of Internal Revenue based on manufacturers' returns of production)

#### Month of February

Product	1945	Increase or Decrease Quantity	Per Cent.
Plug .....	4,449,921	— 408,116	8.40
Twist .....	525,779	+ 27,874	5.60
Fine-Cut Chewing .....	309,283	— 9,408	2.95
Scrap Chewing .....	4,216,235	+ 96,803	2.35
Smoking .....	13,404,196	+ 4,558,719	51.54
Snuff .....	3,516,038	— 132,661	3.64
Total .....	26,421,452	+ 4,133,211	18.54

#### Two Months

Product	End. Feb. 28, 1945	Increase or Decrease Quantity	Per Cent.
Plug .....	9,564,421	— 371,323	3.74
Twist .....	1,107,988	+ 99,106	9.82
Fine-Cut Chewing .....	682,141	+ 45,295	7.11
Scrap Chewing .....	8,748,089	+ 155,738	1.81
Smoking .....	28,499,939	+ 8,636,669	43.48
Snuff .....	7,588,374	+ 263,822	3.60
Total .....	56,190,952	+ 8,829,307	18.64

\*The production figures are in pounds, and are subject to revision until published in the annual report of the Commissioner of Internal Revenue.

## TOBACCO TRADE ORGANIZATIONS

### TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES



JESSE A. BLOCH, Wheeling, W. Va. .... President  
WILLIAM BEST, New York, N. Y. .... Chairman Executive Committee  
ASA LEMLEIN, New York, N. Y. .... Treasurer  
CHARLES DUSHKIND, New York, N. Y. .... Counsel and Managing Director  
Headquarters, 341 Madison Ave., New York City

### CIGAR INSTITUTE OF AMERICA

ALBERT H. GREGG ..... President  
EVERETT MEYER ..... Vice-President  
WILLIAM BEST ..... Treasurer  
SAMUEL BLUMBERG ..... Secretary  
H. W. McHOSE ..... Director  
Headquarters, 185 Madison Ave., New York City

### THE NATIONAL ASSOCIATION OF TOBACCO DISTRIBUTORS, INC.

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J. RENZ EDWARDS ..... President  
HENRY GUNST ..... Vice-President  
STANLEY STACY ..... Treasurer  
JOSEPH KOLODNY, 200-5th Ave., New York, N. Y. .... Executive Secretary

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BEN L. LASCHOW, 862 East Fifteenth St., Brooklyn, N. Y. .... President  
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### RETAIL TOBACCO DEALERS OF AMERICA, INC.

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WILLIAM A. HICKEY ..... Treasurer  
MALCOLM FLEISHER ..... Secretary  
SEIGFRIED F. HARTMAN ..... Counsel

### CIGAR MANUFACTURERS ASSOCIATION OF AMERICA, INC., 200 Fifth Ave., New York, N. Y.

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### THE YORK COUNTY CIGAR MANUFACTURERS ASSOCIATION

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### OUR HIGH-GRADE NON-EVAPORATING CIGAR FLAVORS

Make tobacco mellow and smooth in character  
and impart a most palatable flavor

### FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS  
FRIES & BRO., 92 Reade Street, New York

### CIGAR BOXES

Tel. Algonquin 4-9532

Established 1875



637-641 EAST 17th ST.  
NEW YORK

**YES - TRIED AND TRUE**  
*Always*  
**MILDER  
BETTER TASTING  
COOLER SMOKING**

That means you offer Chesterfields with every confidence . . . for when it comes to making a good cigarette, there are no short cuts and no second-bests. *Chesterfield knows only one way, the one that's tried and true . . .*

**RIGHT COMBINATION ★ WORLD'S BEST TOBACCOS**

# CHESTERFIELD

Copyright 1945, LIGGETT & MYERS TOBACCO CO.





# "Romberg on the Air"

—FOR YOU!

**SIGMUND ROMBERG**, who has endeared himself to millions of Americans by his famous music, is starring in a special summer radio show for Raleighs (every Tuesday night on NBC). In addition, two other smash-hit, coast-to-coast radio programs each week for Raleighs—plus B&W's extensive campaigns in leading newspapers and magazines: they're all working hard to build good will for you and the products you sell!

## ALSO ON THE AIR...



### "RALEIGH PRESENTS BILLIE BURKE"

One of America's best-loved comedienne, Billie Burke stars on a new comedy program for Raleighs that's sure-fire entertainment (Wednesday nights, NBC).

### "PEOPLE ARE FUNNY"

Anything can happen—and everything does happen—on this hilarious half-hour of fun and foolishness every Friday night on NBC.

## ...ALSO NEWSPAPERS AND MAGAZINES

"He didn't even mention his riches. Just bragged about his stock of Sir Walter Raleigh."

Smokes as sweet as it smells

...the quality pipe tobacco of America

FREE! 12 large illustrated books of Sir Walter Raleigh's life and times. Write today! B&W Tobacco Corporation, Louisville 1, Kentucky.

**BUY LINES** by Nancy Sasser

NEW YORK, N. Y., April 25th—Did you know that the International Red Cross is a 501(c)(3) corporation? Did you know that the International Red Cross is a 501(c)(3) corporation? Did you know that the International Red Cross is a 501(c)(3) corporation?

**A FREE Report...**

**For You, We Take Pains To Your Mind!**

...and more!

Remember that cold, Wave?

You sailed out and bought a pack of KOOLS

If KOOLS made your throat feel so shipshape then (Even with a cold)

Why not keep 'em on deck all the time?

Get in the swing. Switch from "Hots" to KOOLS for good!

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# TOBACCO WORLD

ESTABLISHED  
1881

## NEARLY 5 BILLION CIGARS IN 1944-1945 FISCAL YEAR

Cigars, large cigarettes, chewing and smoking tobacco registered increases in the fiscal year ended June 30th, whereas little cigars, cigarettes and snuff fell behind the previous fiscal year. The figures are made known in the latest issue of the Supplement to the Tobacco Barometer of the Tobacco Merchants Association of the U. S.

Cigars totaled 4,893,343,377, as compared to 4,878,906,940, a rise of 14,436,437, or 0.30 per cent. The little cigar decline was 21.42 per cent.

Cigarettes totaled 238,938,142,859, as compared to 258,271,992,294, a drop of 19,333,849,444, or 7.49 per cent. Large cigarette production just about octupled that of a year earlier.

Snuff totaled 43,004,702 pounds, for a loss of 2,592,330 pounds, or 5.69 per cent.

Chewing and smoking tobacco totaled 275,383,893 pounds, a gain of 26,839,514 pounds, or 10.80 per cent.



**Velvet**  
PIPE & CIGARETTE  
TOBACCO

*Top of the Deck*

AND THAT GOES  
**DOUBLE**

**Velvet BURNS**  
**COOL AND SWEET IN PIPE AND CIGARETTE**

**GOOD**... Velvet is made from the best sun-ripened Kentucky Burley tobacco aged to mellow perfection in Nature's slow but sure way.

**AND PLENTY**... The handy pack opens wide with a flip of your finger and holds plenty for many a pipe load or up to 70 cigarettes.

**Velvet**

AMERICA'S SMOOTHEST SMOKE

Copyright 1945, LIGGETT & MYERS TOBACCO CO.

HOBART B. HANKINS—Editor

Business Manager—B. S. PHILLIPS

# THE TOBACCO WORLD

Vol. 65

AUGUST 1945

No. 8

**W**ORLD production of leaf tobacco during the period July, 1945, to June, 1946, will, it is estimated, total 6,346,000,000 pounds, or about 2 per cent. below the average world production of 6,505,000,000 pounds for the five-year period 1935-39, according to the Department of Agriculture's office of Foreign Agricultural Relations. Forecasts for crops substantially below the prewar level in Europe and Asia, including Japanese-held areas, probably will more than offset indicated production increases in most countries of the Western Hemisphere. Consumption of tobacco is at record levels in many countries; and stocks have declined. Heavy demand for tobacco all over the world, as well as favorable prices, have continued, and acreage has been increased wherever labor and materials were available. This forecast of world production is the first issued by the Department's newly formed Committee on Foreign Crop and Livestock Statistics, established on July 2, 1945, by L. A. Wheeler, director of the Office of Foreign Agricultural Relations, to provide the latest available data on world production of agricultural commodities.

**L**ARGEST acreage of tobacco since 1939 was planted this year. The estimate of 1,822,000 acres compares with 1,746,000 acres last year and 2,000,000 acres in 1939. The acreage planted in burley tobacco in 1945 was 530,000 acres, the largest of record, 6 per cent. above last year's acreage and 5 per cent. above the former record of 1931. The acreage in flue-cured tobacco is estimated at 1,056,000 acres, 4 per cent. above last year but 17 per cent. below the record average of 1939. An interesting trend through the years has been a steady shift toward acreages of the cigarette-type tobaccos. Total acreage in flue-cured and burley tobaccos accounts for 87 per cent. of the total tobacco acreage. This equals last year's record which was 2 per cent. above any other year and compares with 67 per cent., the average for the ten-year (1934-43) period. On a smaller acreage than last year, the production total of fire-cured tobaccos is forecast at 55,600,000 pounds, about 87 per cent. of last year's total. An increase over last year in the acreage of dark air-cured tobaccos was largely because of expansion in type 35. Production of 42,100,000 pounds is indicated, compared with 44,500,000 last year. The cigar types got off to a rather uneven start. Bad conditions in Ohio prevented the growers from getting the expected acreages of types 42-44 planted. Plants also were scarce and high priced in the type 41 section of Pennsylvania. A substantial increase took place in the total acreage of cigar tobaccos.

**A**LVARO M. GARCIA, president of the Cigar Manufacturers Association of America for the last eight years, has resigned, and is succeeded by Edward J. Regensburg, treasurer of E. Regensburg & Sons. In his formal message of resignation, Mr. Garcia, president of Garcia y Vega, said: "With the victorious end of the war in Europe, the cigar industry now stands on the threshold of conversion to a normal status. That there will be many problems and the need for a strong association are unquestioned. Our hope for the victorious end of the war in the Pacific and the discontinuance of governmental and wartime regimentation and restrictions alone indicates the need for an active industry consciousness. It is unfortunate that the cigar industry is today in a state of confusion and uncertainty as well as misunderstanding with its trade and consuming public. In spite of the fact that we as manufacturers are aware that this condition is a result of misdirection and miscontrol of government agencies from the very beginning of the war, we must accept the responsibility for its existence. To rectify and readjust our economic status must be one of the main objectives of the future." Mr. Regensburg, as he assumed leadership of CMA, said: "Never before was the need greater for cooperative and coordinated industry planning and action. You may be sure that I shall be ever conscious of the need for impartial presentation of all the problems which affect our industry as a whole and I call upon every cigar manufacturer to assist me in this regard, so that our industry may move forward with effectiveness."

**T**HE White Owl announcer paid the following tribute to cigar dealers on a recent radio program: "For the past two and a half years, we've been telling you on this program about the outstanding achievements of America's war workers. Tonight we'd like to salute a worker in a different field—your cigar dealer. He has a hard job these days—trying to keep you, his customers, satisfied when many of the things he's always supplied you with are scarce or altogether unobtainable. The shortage of White Owl cigars is just one example. With a large portion of White Owl's production being taken by the Armed Forces—and the demand for them here at home at record proportions—there just aren't enough to go around. So your dealer has to say, 'Sorry, only two to a customer,' and even 'Sorry, we're out of White Owls' a lot more often than he can say, 'Certainly, help yourself.' It isn't easy for him—but he's doing his level best to see that all his customers get a fair share of the available supply—of White Owls and every other product he sells."—From *The Long Ash*.

The TOBACCO WORLD (est. 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; B. S. Phillips, Vice-President; John Cleary, Secretary. Office, 236 Chestnut Street, Philadelphia, Pa. Issued monthly. Subscriptions, available only to those engaged in the tobacco industry or trade, \$1.00 a year, 15 cents a copy; foreign, \$1.75 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.



# June Report of Tobacco Products

Product	Month of June			Increase or Decrease	
	1945	1944		Quantity	Per Cent.
Cigars:					
Class A—					
United States .....	6,622,272	18,618,708	—	11,996,436	64.43
Puerto Rico .....	.....	500,000	—	500,000	....
Total .....	6,622,272	19,118,708	—	12,496,436	65.36
Class B—					
United States .....	35,258,107	23,313,976	+	11,944,131	51.23
Puerto Rico .....	683,700	100,600	+	583,100	....
Total .....	35,941,807	23,414,576	+	12,527,231	53.50
Class C—					
United States .....	77,738,645	156,377,140	—	78,638,495	50.29
Puerto Rico .....	3,488,650	1,297,525	+	2,191,125	....
Total .....	81,227,295	157,674,665	—	76,447,370	48.48
Class D—					
United States .....	134,520,586	19,105,650	+	115,414,936	604.09
Puerto Rico .....	2,872,700	249,750	+	2,622,950	....
Total .....	137,393,286	19,355,400	+	118,037,886	609.84
Class E—					
United States .....	123,522,471	148,771,797	—	25,249,326	16.97
Puerto Rico .....	2,396,050	890,575	+	1,505,475	....
Total .....	125,918,521	149,662,372	—	23,743,851	15.86
Class F—					
United States .....	13,148,081	14,572,470	—	1,424,389	9.77
Puerto Rico .....	192,050	70,750	+	121,300	....
Total .....	13,340,131	14,643,220	—	1,303,089	8.90
Class G—					
United States .....	12,212,702	3,410,992	+	8,801,710	258.04
Puerto Rico .....	2,125	5,050	—	2,925	....
Total .....	12,214,827	3,416,042	+	8,798,785	257.57
Total All Classes:					
United States .....	403,022,864	384,170,733	+	18,852,131	4.91
Puerto Rico .....	9,635,275	3,114,250	+	6,521,025	....
Grand Total .....	412,658,139	387,284,983	+	25,373,156	6.55
Little Cigars:					
All United States .....	8,010,080	17,573,000	—	9,562,920	54.42
Cigarettes:					
United States .....	24,310,811,716	21,165,977,720	+	3,144,833,996	14.86
Puerto Rico .....	6,008,420	.....	+	6,008,420	....
Total .....	24,316,820,136	21,165,977,720	+	3,150,842,416	14.89
Large Cigarettes:					
United States .....	15,831,240	1,701,072	+	14,130,168	830.66
Puerto Rico .....	.....	.....	.....	.....	....
Total .....	15,831,240	1,701,072	+	14,130,168	830.66
Snuff (lbs.):					
All United States .....	3,120,977	3,625,540	—	504,563	13.92
Tobacco (Chewing and Smoking) lbs.:					
All United States .....	23,145,249	19,724,413	+	3,420,836	17.34

\* Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

The Tobacco World

# Fiscal Year Report of Tobacco Products

Product	Fiscal Year Ended June 30th			Increase or Decrease	
	1945	1944		Quantity	Per Cent.
Cigars:					
Class A—					
United States .....	94,576,540	251,834,452	—	157,257,912	62.44
Puerto Rico .....	2,401,232	2,417,920	—	16,688	....
Total .....	96,977,772	254,252,372	—	157,274,600	61.86
Class B—					
United States .....	362,573,056	360,680,367	+	1,892,689	.52
Puerto Rico .....	3,635,450	137,350	+	3,498,100	....
Total .....	366,208,506	360,817,717	+	5,390,789	1.49
Class C—					
United States .....	1,233,492,060	2,414,267,618	—	1,180,775,558	48.91
Puerto Rico .....	28,918,225	6,445,850	+	22,472,375	....
Total .....	1,262,410,285	2,420,713,468	—	1,158,303,183	47.85
Class D—					
United States .....	1,082,138,448	222,099,429	+	860,039,019	387.23
Puerto Rico .....	21,888,720	912,200	+	20,976,526	....
Total .....	1,104,027,168	223,011,629	+	881,015,539	395.05
Class E—					
United States .....	1,691,340,076	1,433,923,165	+	257,416,911	17.95
Puerto Rico .....	27,929,105	3,854,700	+	24,074,405	....
Total .....	1,719,269,181	1,437,777,865	+	281,491,316	19.58
Class F—					
United States .....	201,238,031	152,766,346	+	48,471,685	31.73
Puerto Rico .....	1,988,490	117,900	+	1,870,590	....
Total .....	203,226,521	152,884,246	+	50,342,275	32.93
Class G—					
United States .....	140,908,977	29,442,068	+	111,466,909	378.60
Puerto Rico .....	314,967	7,575	+	307,392	....
Total .....	141,223,944	29,449,643	+	111,774,301	379.54
Total All Classes:					
United States .....	4,806,267,188	4,865,013,445	—	58,746,257	1.21
Puerto Rico .....	87,076,189	13,893,495	+	73,182,694	....
Grand Total .....	4,893,343,377	4,878,906,940	+	14,436,437	.30
Little Cigars:					
All United States .....	112,183,267	142,755,600	—	30,572,333	21.42
Cigarettes:					
United States .....	238,865,492,530	258,269,089,654	—	19,403,597,124	7.51
Puerto Rico .....	72,650,320	2,902,640	+	69,747,680	....
Total .....	238,938,142,850	258,271,992,294	—	19,333,849,444	7.49
Large Cigarettes:					
United States .....	82,751,453	10,376,174	+	72,375,279	697.51
Puerto Rico .....	.....	800	—	800	....
Total .....	82,751,453	10,376,974	+	72,374,479	697.45
Snuff (lbs.):					
All United States .....	43,004,702	45,597,032	—	2,592,330	5.69
Tobacco (Chewing and Smoking) lbs.:					
All United States .....	275,383,893	248,544,379	+	26,839,514	10.80

\* The 1945 figures are compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. The 1944 figures are those reported in the annual report of the Commissioner of Internal Revenue for the fiscal year ended June 30, 1944. As stated in the Bureau's monthly releases, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

August, 1945



# Turkish Tobacco Grown in U. S.

By BILL SHARPE

**S**UCCESSFUL culture of high quality Turkish tobacco in this country, a feat hitherto considered impossible, was announced last month simultaneously at Duke University and at agricultural experiment stations in North Carolina, Virginia and South Carolina. Import of Turkish tobacco by cigarette manufacturers for blending with domestic tobaccos amounts to 50 to 75 million pounds a year. Manufacturers attribute the quadrupling of cigarette smoking in the United States during the past twenty-five years largely to the skillful blending of Turkish with domestic tobaccos.

The diminutive aromatic leaf is being grown this summer under supervision of Duke and State experiment station researchers on some 55 small farms in three States. If the raising of Turkish in this region can now be proved economically feasible, it may prove a boon to thousands of small growers in the Piedmont and mountain areas of the South and mark one of the most important developments in tobacco growing since the bright domestic and burley tobaccos were developed nearly a century ago.

Strangely enough the Turkish plant thrives and produces best quality on comparatively poor soil and fortunately does not overlap areas of domestic leaf.

A principal consideration in the growth and curing of Turkish tobacco is the large amount of hand labor involved, since the more numerous leaves are but a tenth the size of domestic tobacco leaves and require considerable handling. Continuation of the research program this summer in subsequent seasons will include attempts to solve the labor-cost problem. Turkish brings a substantially higher price per pound than does domestic leaf, and once the operation is under way, an income of \$600 an acre is considered probable.

Duke's announcement is the culmination of an intensive program of research of over five years. For decades it has been contended that Turkish would thrive only in certain areas bordering the Mediterranean and Black Seas, and numerous attempts to produce it successfully in other areas have failed. Now Duke claims American Turkish is as good if not better than the overseas tobacco.

Credit for the successful experiments goes to a small group of Duke and agricultural scientists of the three states, who have been supported in their work by Duke University, the General Education Board, the Agricultural agencies of the three states and four of the major tobacco companies:

Dr. F. R. Darkis of the Duke Department of Chemistry has been in charge of the Turkish tobacco experimental laboratory and field research, a task which involved the responsibility of coordinating the project between the participating agencies and individuals. Dr. F. A. Wolfe of the Duke Department of Botany has been in charge of the breeding and genetic experiments. The program as a whole has been under the general direction of Dr. Paul Gross, chairman of the Department of Chemistry.

One interesting revelation of this cooperative research program has been the demonstration that it is not necessary to import fresh seed from the European growing regions each year. It had previously been

thought that seed grown in the United States would not continue to produce plants which are true to type.

Turkish tobaccos are grown under greatly different conditions from those of the familiar flue-cured tobacco of the Southeastern region. The plants are planted very close together (from 5 to 6 inches apart) and in rows 20 inches apart. Under these crowded conditions the stalks produce a large number of small leaves. There are 55 to 60 thousand Turkish plants per acre as compared to 5 to 6 thousand domestic plants per acre.

While this process increases the labor of planting, there is compensation in the fact that the crop while growing needs very little weeding or cultivation.

Production in small plots of one to two acres or less has been found most desirable. Many small farms in the upper Piedmont regions of the Eastern slope of the Blue Ridge from Virginia to South Carolina are considered to be the most favorable sites for growing this type of tobacco.

For the past 20 years these small farms more and more have become marginal. An increasing preference by American smokers for lighter eastern flue-cured types of tobacco has reduced the demands for the heavier types formerly grown on the farms of the western Piedmont in Virginia so that a new cash crop is needed as a source of income in this area. Due to his higher production costs, the same situation prevails for the small cotton farmer in western South Carolina.

Another factor of economic significance is that these tobaccos thrive better with organic types of fertilizer than with artificial fertilizers, such as are commonly used for flue-cured tobacco production. The widespread introduction of such a profitable crop as Turkish tobacco to these farms would require the production of more animal manures and thereby encourage the keeping of livestock. A more balanced agriculture on these farms might result.

The harvesting of Turkish is by the "priming" method. Leaves are harvested as they mature, beginning with the lower and going toward the top of the stalk, and when they are much greener than those of flue-cured tobacco, the lower being removed about seven weeks after transplanting. From six to nine primings, at intervals of from five to nine days, are required.

Leaves then are strung on a twine by the use of a long, thin needle. Since the priming and stringing are done by hand, the handling of some million and a half leaves is required for each acre.

The strings of leaves are suspended between sticks and left to wilt in a cool humid place for 36 to 72 hours, allowing certain desirable chemical changes to take place.

After wilting, the strung leaves are placed on racks and put in the sun to cure for a period of five to fifteen days, the time varying according to the compactness and density of the leaves and the intensity of the sunshine.

The sun decreases the moisture from 80 to less than 10 per cent. and turns the leaves from green to yellow, red or brown. Afterwards the leaves are

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The Tobacco World



WE LIKE  
TO CHEW  
BIT-O-HONEY!

WE LIKE  
BIT-O-HONEY'S  
MELT-IN-YOUR-MOUTH  
GOODNESS!

WHICH SIDE ARE YOU ON?  
Both mean extra-satisfied  
customers and more profits  
for YOU!

**I**'m Little Miss BIT-O-HONEY. I am sure you have heard about me. Not only have you seen me often right here in this magazine—but my advertising is creating consumer demand for you every day in 31 million American homes. But I have a problem.

Some folks say that BIT-O-HONEY'S so deliciously different that they just let it melt in their mouths—so as to enjoy the last ounce of its luscious, mouth-watering flavor.

But a lot of other people like the chewiness of BIT-O-HONEY. They just sink their teeth into its golden goodness and crunch its crisp-toasted almonds. They say they can't wait for it to melt—even if it would last longer that way.

But the important thing is that whether your customers are "chewers" or "melt-in-your-mouth" fans, they all think BIT-O-HONEY'S just the finest candy ever. And

that means regular customers and more profits for you. And don't forget BIT-O-HONEY is an all-year-round bar.

## Why We Are Advertising Today

Of course, we all know that the home folks can't get all the BIT-O-HONEY they want now, because so much is going to the boys and girls in uniform. But when the war is over, everybody will be wanting more and more BIT-O-HONEY, and there will be enough to go 'round for all your customers. Then our advertising campaign plus these millions of delighted BIT-O-HONEY enthusiasts will make sweet music on your cash register.

For extra profit—and extra-satisfied customers both summer and winter—BIT-O-HONEY is the candy bar for you.

MANUFACTURED BY  
**SCHUTTER CANDY COMPANY**  
Also Manufacturers of OLD NICK Candy Bars

Factory:  
Chicago

General Offices:  
Saint Louis



5¢

A "Honey" of a  
candy bar

August, 1945



# Autobiography of a Tree

By JOHN NESBITT

**O**UT of the Passing Parade, we, this time, take the amazing life adventure, not of a human being, but a tree. And because the tree is one of the miracles of nature, a redwood, we must follow its story through whole centuries flashing with lightning, roaring with war, screaming with a hurricane—or lying serene and peaceful in the sunlight of a thousand seasons of spring.

On the shores of the Pacific Ocean, seven hundred years after the crucifixion of Christ, growing up from the roots of a tree that had fallen from age, there appeared a pale green shoot of leaves. This is our tree, born twelve centuries ago. Her name was a Latin one, *Sequoia Sempervirens*, and it had a meaning which I'll tell you at the close. Now at once she faced a fearful struggle to live . . . a struggle that would go on through the ages that lay ahead. For born in the deep black shade of this overwhelmingly vast forest, she must quickly reach the sunlight or die of starvation. If it failed to rain during her first year . . . or a falling branch smothered her in the darkness, she was lost.

Now two hundred and fifty years have gone by. Three thousand miles from the Pacific shore, a long wooden boat with a carved dragon's head on its prow, comes slowly past the beaches of another coast line. A huge man stands holding to the mast, and peering at the land. He has a red beard flowing down over the steel garment he wears. His name is Lief Ericson, and the land he sails to will one day be called America, and become our home.

Now another century and a half goes by. In the year eleven hundred and forty-seven the roaring flames of a forest fire move up the canyons from the sea, and at last reach our tree. She is 405 years old, just a young girl as redwoods go, and she has managed to reach the sunlight, survive, and grow straight and tall. Yet her struggle goes on . . . the flames reach her, wrap around her trunk, and she begins to be burned alive.

Slowly, the marching centuries move by . . . William the Conqueror has captured England, Richard the Lion Hearted goes out on the crusades, singing his war songs, Marco Polo walks three thousand miles into China, and discovers a wonderful civilization here. The plague of the black death sweeps over Europe, and kills one out of every four living men. And as if disease is not cruel enough, a young French girl named Joan of Arc, is, like a tree in a forest, burned to death.

Come back to the redwood grove by the sea. Where our tree was standing when the flames struck, an even mightier tree rises, for she survived that fire. The wounds it left were slowly covered with bark, and now that she is seven hundred and fifty years old, a grown-up lady now, the scars of that ordeal are deep inside her trunk.

But another danger is uncoiling against her . . . for in the year 1492, as Christopher Columbus follows the trail of Lief Ericson to the new world, down from Alaska sweeps a hurricane. Sixty-mile winds suddenly begin lashing at the forest . . . and with a noise like thunder crashing, enormous old trees fall

to the earth. And now, with a groaning sound, the roots of our tree begin to loosen their hold, and she slowly totters down toward the earth. . . . Through the years, in the handful of centuries that again moves past, we humans, like the trees, struggle forever for the chance to live and survive. Magellan sails around the world. Coronado starts out from Mexico City to seek for the seven golden cities of Cibola. Elizabeth becomes Queen of England, and the Spanish Armada comes sailing in to destroy her, only to be destroyed itself by a sudden storm from the sea. And then at last, the North American continent has fought its wars, its revolutions, its desperate battles for human freedom, and it has become a nation in the world.

Out in the redwood grove, our tree has grown just the width of your hand since Columbus sighted America in 1492. But she lives on. For when she staggered in the hurricane, her top branches caught hold of those from other, larger trees, and though she now grows at an angle, she is safe and strong. Forest fire after forest fire has scarred her sides, she has beaten them all. But now come men . . . men with axes, men with ten-foot long saws . . . and she faces the supreme danger of them all.

Yet, although this part of the West grows up, and becomes California, our tree, more immense than ever, still is a queen of the mountain sides. For actually, when the settlers first tried to chop down the great redwoods, they failed entirely. The trees were simply too large. The woodmen said it would be like trying to saw down the Washington Monument.

Only within recent times of living memory, did man learn how to conquer and destroy them. Build platforms two stories up the trunk, haul up the newly invented cross-cut saws, and start in where you can get to a section that is smaller than the trunk is at the ground.

And so it was, that during this second world war, when our tree—*Sequoia Sempervirens* was 1200 years old, the height of a thirty-story office building, did death reach out for her at last. Because we had to have timber to fight our war . . . one evening two summers ago the redwood was sawn through, and shook the forest as she fell.

And with the exception of one astonishing last chapter, which I'll tell you in a moment . . . that is the story of the life and death of a tree.

When one of the men of Westinghouse first called my attention to the remarkable features of our redwood forest, I asked them why a man whose business is electricity should be informed upon forestry, of all things. He explained that the uses of electricity are so many that the men of Westinghouse are called to almost everywhere in the world that men have work to do. For instance, in lumbering, an important new discovery is that of turning ordinary fast-growing softwood into valuable hardwood, by chemistry. You dip the timber into a plastic bath, and bake the whole log to get the plastic into the pores of the wood. That's hard to do . . . so Westinghouse came along with what is called Di-Electric heating. They put the timbers into the plastic bath, then an electronic apparatus is turned on, and it heats the wood up to the desired

(Concluded on Page 10)

The Tobacco World

84 YEARS OF "KNOW-HOW"

Make  
**KING EDWARD**

*America's Most Popular Cigar*

**JNO. H. SWISHER & SON, INC.**  
Cigar Manufacturers  
JACKSONVILLE, FLORIDA



## CELEBRATING MACARTHUR'S "COMEBACK"

**F**IFTY penny boxes of safety matches, inscribed with General MacArthur's famous slogan, "I shall return," and bearing reproductions of the American and Philippine flags, brought frenzied bidding from War Bond buyers attending the St. Louis Airport Seventh War Loan Drive. Millions of these matches, manufactured by Universal Match Corporation for the Office of War Information, were flown over the Philippine Islands prior to General MacArthur's invasion, and were dropped from bombers throughout the cities and jungles to strengthen morale during the Jap occupation. For reasons of military security, no announcement of this interesting use of matches as a weapon of propaganda was permissible until early this year, and as none of the matches were distributed except in the Philippines via bomb bays, the matches were referred to by War Bond auctioneers and buyers as "collectors' items."

Universal Match Corporation also displayed numerous other war products manufactured by that company, such as: B-29 parts, a comprehensive exhibit of signal flares, powdered magnesium, bookmatches produced for the Army as an educational and propaganda medium and a massive panel mounting more than a thousand special Universal Billboard bookmatch covers used by post exchanges throughout the country.

Highlight of the show, however, was Universal's new water-resistant match which literally left the crowds gaping. Visitors to the booth were permitted to strike and light water-resistant matches that had been soaking in water for hours, and were then told of

the century-old search for a water-resistant match; the development, in 1944, of such a match by Universal chemists when Army requirements for it became urgent; and the post-war possibilities and uses for a water-resistant match.

## "OLD GOLDIE" BROOKLYN BATTLECRY

**T**HE Brooklyn Dodgers are surging towards the pennant, and with that surge a whole city has gone mad! "Hit an Old Goldie!" is now the battlecry of Brooklyn. And the man responsible for the outcry is Red Barber, the WHN sportscaster, who has brought a visual reminder to the thousands of baseball fans for the sponsors of his broadcasts of the Dodgers' games.

Every time a home run is hit at Ebbets Field a carton of "Old Gold" cigarettes is now presented to the batsman when he crosses home plate. The carton is rolled down the grandstand screen in full view of the thousands of spectators. Batboy Marty Kramer picks the carton off the screen, waits for the batter to cross home plate, and then gives him the carton to accompanying roar of crowd.

The operation has been in effect several weeks on a trial basis, but now that the crowds are starting to pick up the chant, Barber is telling his radio fans to look for the presentation when they visit Ebbets Field.

This is the first time that a sponsor has actually benefited from a sustained stunt at home plate. And the baseball fans love it!



**LORILLARD'S POPULAR LEADERS**



*Enjoy a pleasing Cigarette!*

# Old Gold

A superb blend of many choice tobaccos.



**Apple "Honey" helps guard O.Gs. from Cigarette Dryness!**

*Lorillard Company* America's oldest tobacco merchants—Established 1760

## HEADS PACIFIC COAST FOR BAYUK

John Quigley, general sales manager of Bayuk Cigars, Incorporated, announced the appointment of B. H. Wagoner as Pacific Coast division manager, effective July 2d.

Mr. Wagoner has been in the employ of the company for a number of years and for the past eight years, in charge of the Bayuk Southern California area.

## Internal Revenue Collections From Tobaccos

Sources of Revenue	Fiscal Year Ended 6/30/45	Increase or Decrease Amount	Per Cent.
Cigars (large) .....	\$ 36,593,490.47	+	\$ 6,441,413.56
Cigars (small) .....	84,179.72	—	23,104.12
Cigarettes (large) .....	695,271.15	+	606,808.80
Cigarettes (small) .....	836,057,645.11	—	67,900,237.42
Snuff of all descriptions	7,740,870.07	+	48,633.46
Tobacco, chewing and smoking .....	49,574,476.19	+	4,305,225.86
Cigarette papers and tubes .....	1,390,251.61	+	225,874.03
Leaf dealer penalties, etc. ....	904.59	—	801.92
Cigarette and cigar floor tax .....	7,733.41	—	42,226.82
Total .....	\$932,144,822.32	—	\$56,338,414.57

(Source—"Collections of Internal Revenue" (Form 7095), Treasury Department, Internal Revenue Bureau, Accounts and Collections Unit—Released July 27, 1945.)

## Internal Revenue Collections for June

Source of Revenue	1945	1944
Cigars, including floor tax .....	\$ 3,038,980.90	\$ 2,665,570.80
Cigarettes, including floor taxes .....	85,245,697.42	74,106,139.94
Snuff .....	561,775.92	652,597.31
Tobacco, chewing and smoking .....	4,166,222.33	3,550,450.85
Cigarette papers, tubes and leaf dealer penalties .....	216,827.69	107,941.77

## UNIVERSAL DISTRICT MANAGER



O. GEORGE HEYL

On July 1st, the Chicago district office of Universal moved into new quarters in the same building where it has been located for many years, 540 North Michigan Avenue, Chicago 11. The company's activities in Chicago continue under the direction of Philip Bernstein, district manager.

## AUTOBIOGRAPHY OF A TREE

(Continued From Page 8)

temperature all the way through. Di-Electric heating. The problem of proper heating to cement layers of plywood together is another thing that was met by Westinghouse Di-Electric heating . . . and plywood, incidentally, is one of the greatest ways we have of preserving our forests, for it eliminates waste—we get more lumber out of each tree.

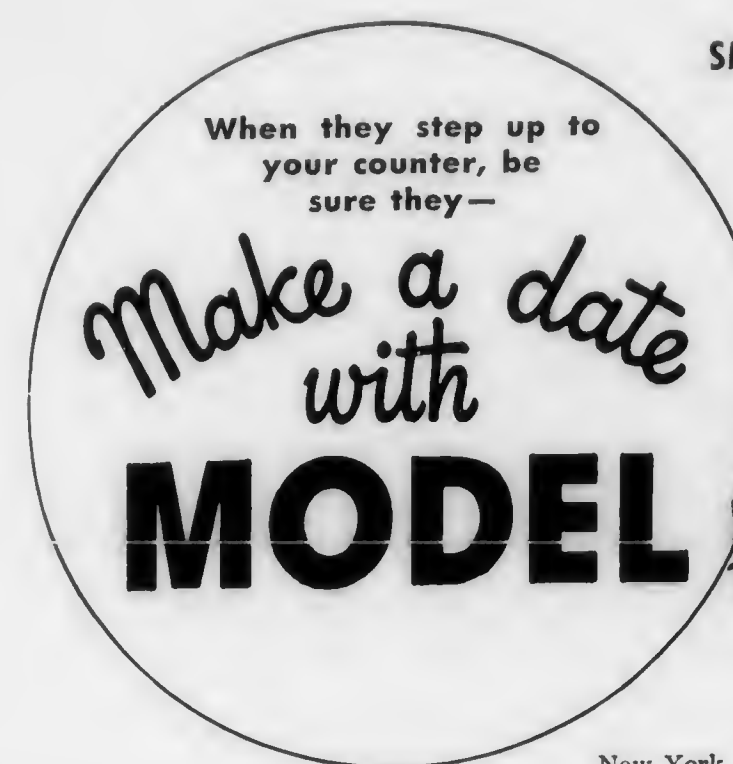
And it isn't that Westinghouse applications of electricity like this are so wonderful in themselves . . . the big thing is that the Company has the imagination and stored-up knowledge to go into the forests or anywhere in industry that there is a problem, and eagerly go to work hunting for a solution to it.

It is possible that we may be cooking food by the shortwave Di-Electric method. Just as we are already using Westinghouse equipment of this kind to stretch our precious supply of lumber, and even to turn soft inexpensive kinds of wood into remarkable hardwoods!

But now that we have been on the subject of electricity having a hand in preserving our trees by helping to eliminate waste, I must report to you the most remarkable part of our whole story of a tree. After she was cut down two summers ago and the loggers moved on, out of the wreckage of the old roots, there rose a tiny green shoot. Lifting its head above the ferns, beginning all over again the endless struggle to reach the sky. For even as man painfully fights and wins his battles for survival, so does the mighty redwood never quite give up and die. And that is why I told you that in the very name Sequoia Sempervirens there was a secret. For that name means—always green . . . life everlasting . . . in the Passing . . . Parade.—*Courtesy of Westinghouse.*

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The Tobacco World



SMELLS BETTER IN THE POUCH—  
SMOKES BETTER IN YOUR PIPE

United States Tobacco Company  
New York, Chicago, Nashville, Richmond, San Francisco

## RTDA NEWS LETTER

By ERIC CALAMIA

CIGARETTES continue to make headlines in most of the press throughout the country, and the overall picture has greatly improved in the past month. Due to reduced demands of the Army and Navy, you should find that your cigarette allotment for June shows an increase of at least 15 per cent. If you are not receiving this increase, you should contact your supplier and ask him "why," for he is receiving an increased allotment from the manufacturer.

The cigarette distributional problem of the retailer in New York City has been further helped by the action of the Attorney General of the State of New York. He has set up a committee of which I am the retail member to consider any complaints of maldistribution. Recently seventeen jobbers in the city were indicted on the charge of improperly cancelling the State cigarette tax stamp and the Attorney General has agreed to set aside these indictments provided that all jobbers establish an equitable basis for serving their retail customers.

To the retailer in New York City who finds that his shipment of cigarettes has not been increased, we would suggest that he do the following:

Check your July, 1944, bills and total your cigarette purchases. This is the base period against which all cigarette shipments for June, July and August of 1945 must be compared. If you find at the end of June that you have not received an increase in your cigarette shipments, supply this office with your figures for both months (July, 1944, and June, 1945) and the committee will consider your problem.

Another point which you brought to our attention was your desire to protect your present profit margins through the adoption of Fair Trade contracts. This matter was most seriously discussed by the board. It was felt that the tobacco business was in a position today never before achieved. To insure a continuance of today's conditions in the post-war period, through the general use of Fair Trade contracts, is the paramount need of the industry. A reversal to the cut-price conditions preceding the war will relegate tobacco products to the unimportant position of a side line.

The board also discussed the present cigar situation and a telegram was sent to officials of OPA requesting an adjustment to Amendment No. 10 to make possible the production of a greater amount of cigars in the lower price brackets.

August, 1945

## CIGAR TOBACCOS NOT ALLOCATED

Cigar tobaccos of the 1945 crop will not be allocated to manufacturers or dealers, the U. S. Department of Agriculture has announced after extensive conferences and studies with all branches of the cigar tobacco trade. While there has been some sentiment among the trade for allocation, the meeting of the Cigar Leaf Industry Advisory Committee, recently held, did not agree that allocation was necessary.

Although future contract purchase of these filler and binder types of cigar tobacco is prohibited, these restrictions will apply only until the crop is ready for marketing. At that time, it will be marketed in line with usual trade practices and without allocation.

**THE BIG TWO**

**OF THE CANDY BAR WORLD**



**SCHUTTER CANDY COMPANY, CHICAGO**  
Factory: Chicago, Illinois . . . General Offices: St. Louis 3, Mo.



# News from Los Angeles Tobacco Table



Roy Wittschen, Pacific Coast representative of Benson & Hedges, is shown conferring with Arch C. Riddell, in the latter's office in Pasadena, Calif., on the program for the next meeting of the Los Angeles Tobacco Table.

After four years service in the United States Army Air Forces, with a major portion of that time spent in foreign service, particularly in Guadalcanal, the Admiralty Islands and New Guinea, First Lieutenant Bob Riddell has been granted his retirement and on August 1st will join his father, Arch C. Riddell, as a member of the Riddell Company, tobacco and candy wholesalers of Pasadena.

Joining the Army Air Forces as a private, Lieutenant Riddell was later recommended for Officer Candidate School at Miami, Florida, where in September, 1943, he received his commission as Second Lieutenant. He spent part of his stretch as an officer on the Alaskan Highway in Northern British Columbia and later was transferred to the South Pacific.

Lieutenant Riddell has been active in the Riddell Company in the past and he is naturally looking forward to rejoining the activities of this Pasadena jobbing concern and again making contacts with his many friends in the trade.

## HOW "THE CIGAR" DESTROYS JAP FACTORIES

**M**AJOR GENERAL CURTIS E. LEMAY, the famous young Air Force field commander affectionately known in and out of the Army as "The Cigar," is the central figure in a delightfully informative, exciting and moving article on the Twenty-first Bomber Command of the Twentieth Air Force, entitled "A Reporter With the B-29s," written by St. Clair McKelway, Public Relations Officer of the Command, and published in the June 23, 1945, issue of the weekly, *The New Yorker*.

What has happened to the industrial and commercial districts of Kobe, Osaka, Nagoya and Yokohama is, in large measure, due to novel raid tactics worked out by "The Cigar," thirty-nine-year-old boss of the Twenty-first's history-making air crews based on Guam, Tinian and Saipan, in the Marianas.

LeMay wasn't always referred to affectionately as "The Cigar." In the early days of the war he was so tough in training air crews that he was called "Old Ironpants." Then the youngsters didn't like the discipline and training insisted on by "Old Ironpants." But, as noted by McKelway, the toughness paid off in reducing the casualty rate. "He had trained them heartlessly, having a heart that revolted at the idea of what lack of discipline and training would mean to his young crews. He had led them on all their missions,

and the group, though it had lost three-quarters of its original crews in a few months' time, suffered fewer casualties than any other in the Eighth Air Force in the early days. It also got better bombing results than any other group in the Eighth Air Force."

A cigar is part of LeMay, not a prop but an integral part of him, like his hands, for instance. "I had learned," reports McKelway, "along with other staff members, how to catch his soft and frequently arresting words, even when, characteristically, he mumbled them through his cigar."

The General's cigar dominates McKelway's descriptions. "He shifted his cigar and smiled. . . ." "LeMay listened to the discussion, cigar in mouth, then he removed the cigar, smiled his muscle-bound smile, and said. . . ." "The Cigar" listened to the officer for fifteen minutes and then said to him, 'Stop fooling around and get to work.' That was all 'The Cigar' said." ". . . his cigar ranged back and forth once, slowly, like a turret gun."

"The Cigar" is the man who originated the tactic of sending B-29s on low-level attacks—raids carried out at five to six thousand instead of the usual twenty-five to thirty thousand feet. McKelway writes, "It was pin-point, incendiary bombing from a low level, designed not simply to start fires or destroy a single factory but to start one great conflagration whose fury would double and redouble the destructive force of the bombs."

## TOBACCO PROGRAM THROUGH CCC

A tobacco program through Commodity Credit Corporation loans and purchases on 1945 crop flue-cured, fire-cured, Burley, Maryland, dark air-cured, and cigar filler and binder tobacco has been announced by the U. S. Department of Agriculture.

The program provides for (1) non-recourse loans to cooperating producers at 90 per cent. of parity as of the beginning of the marketing year, and at 54 per cent. of parity to non-cooperators on tobacco produced in excess of their farm quotas; and (2) purchases of tobacco to stabilize prices and for export under lend-lease to fill military requirements of the United Kingdom and British Dominions and colonies, and for cash sale to the governments of these countries to meet their minimum civilian requirements.

The program is essentially the same as in 1944 when purchases for export under lend-lease were limited to British military uses, and the remainder of the exports (about two-thirds of the total) was sold to the British for cash. Purchases for export will consist principally of flue-cured tobacco since only small quantities of other tobacco normally are exported to British countries.

## PERU MARKET INCREASES

**P**ERU'S 1944 tobacco crop amounted to about 3,909,000 pounds from 3,605 acres, as compared with 3,737,000 pounds from 3,388 acres in 1943. Production during the five-year period, 1938-1942, averaged 2,295,000 pounds. In recent years, growers have been encouraged by the country's Tobacco Monopoly to increase their plantings; in order to meet greater demands for tobacco products.

The Monopoly exercises control over the Peruvian tobacco industry, including acreage planted, and manufacture, imports, and sales of tobacco products. This organization also establishes fixed prices for leaf tobacco produced within the country. Prices paid to growers in the Tumbes region, which produces about 80 per cent. of the total crop, averaged 7.7 cents per pound for first-grade leaf from the 1944 crop, as compared with 6.8 cents in 1943, and 6.1 cents in 1941. Prices for the corresponding grade from the 1945 crop have been set at 9.1 cents. Most of the tobacco grown in Peru consists of air-cured varieties of both domestic and foreign origin.

Tobacco consumption has shown steady increases in recent years. In 1944, consumption of cigarettes totaled 1.4 billion pieces, as compared with 1.3 billion in 1943, and an average of only 0.9 billion during the period 1938-1942. Consumption of imported brands of cigarettes has increased more rapidly than consumption of locally made brands. Consumption of cigars amounted to 1,749,000 pieces in 1944, as compared with 1,474,000 pieces in 1943, and an average consumption of 1,175,000 during the period 1938-1942. Domestic manufacture accounts for about 95 per cent. of the cigarettes and 87 per cent. of the cigars consumed in Peru. Consumption of pipe tobacco averages only about 5,500 pounds per year, and there is no consumption of chewing tobacco and snuff. Per capita consumption of tobacco products is limited by the gen-

erally low scale of wages prevailing, although greater prosperity during the war has stimulated their use.

Substantial imports of leaf tobacco are required for use in blending with domestic leaf in the manufacture of quality tobacco products. Most of the leaf imports originate in Cuba and the United States. Imports of leaf amounted to about 600,000 pounds in 1944, compared with about 360,000 pounds in 1943. Imports of cigarettes amounted to 88.7 million pieces in 1944, as compared with average imports of 52.1 million during the period 1941-1943. Most of the cigarettes originated in the United States, and there is an expanding market for popular American brands. Imports of cigars, principally from Cuba and Jamaica, amounted to 213,000 pieces in 1944, and to 179,000 pieces in 1943. Imports of products other than cigarettes and cigars are insignificant.

## SPRUCE LUMBER for CIGAR BOXES

It's Brighter - for the Eye  
It's Lighter - for Shipping  
It's Better - for the Cigars

SPECIFY SPRUCE

Uptegrove Lumber Co.

Cigar Box Lumber for 72 years

15 Washington St.

Newark, N. J.

Established 1886

"BEST OF THE BEST"

VERY OPTIMO MILD  
CIGARS

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

## AUTOKRAFT CIGAR BOXES

Boite Nature Novelty  
Cedar Chests Wrapped

Are Outstanding In  
Quality-Design-Cost

AUTOKRAFT BOX CORP.

Lima, Ohio  
Chicago, Ill.  
Detroit, Mich.

Hellam, Pa.

Hanover, Pa.  
Philadelphia, Pa.  
Wheeling, W. Va.



## Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

### Schedule of Rates for Trade-Mark Services Effective April 1, 1916

Registration,	(see Note A),	\$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of \$2 will be made to members of the Tobacco Merchants Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar (\$1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars (\$2.00) will be made and so an additional charge of One Dollar (\$1.00) will be made for every ten (10) additional titles necessarily reported.

### TRANSFERRED REGISTRATIONS

**CHEER**—2,292 (Legal Protective Association of Cigar Mfrs.). For cigars. Registered on August 11, 1886, by Geo. Schlegel, New York, N. Y. Through mesne transfers acquired by Joseph H. Hornstein, Chicago, Ill. Re-transferred to Tampa Have-It Cigar Co., Tampa, Fla., on April 18, 1945.

**AROMAS**—163,524 (U. S. Patent Office). For cigars. Registered on January 16, 1923, by E. Popper & Co., Inc., New York, N. Y. Through mesne transfers acquired by Welmor Cigar and Tobacco Co., New York, N. Y. Re-transferred to De Lure Cigar Co., Bronx, N. Y., on July 20, 1945.

**TUXELLO**—30,340 (Tobacco Leaf Publishing Co.). For cigars. Registered on September 19, 1905, by Symons-Kraussman Co., New York, N. Y. Transferred to Golden State Box Factory, Los Angeles, Cal. Re-transferred to W. C. Marine, Los Angeles, Cal., on July 16, 1945.

**CHAPMAN HOUSE**—46,615 (Tobacco Merchants Association of the U. S.). For all tobacco products. Registered on July 30, 1936, by Golden State Box Factory, Los Angeles, Cal. Transferred to LaAnda Cigar Co., Los Angeles, Cal., on July 16, 1945.

\* Manufactured Tobacco produced by Classes  
(As reported by the Bureau of Internal Revenue based on manufacturers' returns of production)

Month of April		Increase or Decrease	
Product	1945	Quantity	Per Cent.
Plug	5,011,197	+	305,546 6.49
Twist	573,735	+	59,704 11.61
Fine-Cut Chewing	323,266	+	12,279 3.95
Scrap Chewing	4,267,572	+	586,059 15.92
Smoking	13,769,160	+	5,416,799 64.85
Snuff	3,875,655	+	537,433 16.10
Total	27,820,585	+	6,917,820 33.10

Four Months		Increase or Decrease	
Product	End. Apr. 30 1945	Quantity	Per Cent.
Plug	19,992,068	—	144,264 .72
Twist	2,305,340	+	194,439 9.21
Fine-Cut Chewing	1,334,972	+	47,223 3.67
Scrap Chewing	17,579,443	+	1,110,057 6.74
Smoking	57,026,682	+	20,431,069 55.83
Snuff	15,677,863	+	1,091,862 7.49
Total	113,916,368	+	22,730,386 24.93

\* The production figures are in pounds, and are subject to revision until published in the annual report of the Commissioner of Internal Revenue.

### TURKISH TOBACCO GROWN IN U. S.

(Continued From Page 6)

stored and the colors become clearer and more uniform. The tobacco is graded, compressed in bales of 75 to 125 pounds each, and is sewed in burlap covers. Afterwards it is stored for two or more years to permit development of the aroma. The American-grown Turkish then is in a proper condition to be blended with domestic tobaccos to produce what is regarded the world over as mankind's best smoke—the American cigarette.

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Make tobacco mellow and smooth in character  
and impart a most palatable flavor

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Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS  
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### CIGAR BOXES

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# "Romberg on the Air"

—FOR YOU!

SIGMUND ROMBERG, who has endeared himself to millions of Americans by his famous music, is starring in a special summer radio show for Raleighs (every Tuesday night on NBC). In addition, two other smash-hit, coast-to-coast radio programs each week for Raleighs—plus B&W's extensive campaigns in leading newspapers and magazines: they're all working hard to build good will for you and the products you sell!

## ALSO ON THE AIR...



### "RALEIGH PRESENTS BILLIE BURKE"

One of America's best-loved comedienesses, Billie Burke stars on a new comedy program for Raleighs that's sure-fire entertainment (Wednesday nights, NBC).

### "PEOPLE ARE FUNNY"

Anything can happen—and everything does happen—on this hilarious half-hour of fun and foolishness every Friday night on NBC.

## ...ALSO NEWSPAPERS AND MAGAZINES



"He didn't even mention his etchings. Just bragged about his stock of Sir Walter Raleigh."

Smokes as sweet as it smells

"...the quality pipe tobacco of America"

FREE! 12 page illustrated booklet tells how to select and smoke Sir Walter Raleigh pipe tobacco. Write for yours today. Sir Walter Raleigh Pipe Tobacco Co., Inc., 100 West 44th St., New York 18, N.Y.

### BUY-LINES • by Nancy Sasser

A Weekly Supplement of Things Advertised and Interesting

It's the only weekly publication that gives you a list of everything that's being advertised in the United States. It's the only weekly publication that gives you a list of everything that's being advertised in the United States. It's the only weekly publication that gives you a list of everything that's being advertised in the United States.

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Remember that cold, Wave?



You sailed out and bought a pack of KOOLS

If KOOLS made your throat feel so shipshape then (Even with a cold)

Why not keep 'em on deck all the time?

Get in the swing

Switch from "Hots" to KOOLS

for good!

Get in the swing

Switch from "Hots" to KOOLS

for good!

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for good!



THOUSANDS WATCH — but millions of radio fans hear Grand Ole Opry each Saturday night. Curly Williams and his Georgia Peach Pickers, right, entertain another "packed house" in Nashville.



THE DUKE of Paducah grinds a mean axe. This star's lively gags help build a nation-wide audience for "Opry"... and sales for Prince Albert.



## STARS AT WORK... BUILDING SALES FOR YOU IN PRINCE ALBERT'S GRAND OLE OPRY

A FAVORITE combination is the Brother Oswald and Little Rachel team. Favorite combination among millions of listeners is a pipe filled with smooth, mellow Prince Albert Smoking Tobacco.

MILK-DRINKING Oswald gets a weigh-in by "Pap," Jesse, and Roy. The four together couldn't break the scale, but radio fans rate each of these boys "heavyweight."



THE NAME of the hen is unknown but millions can identify the girl. It's Minnie Pearl, whose comedy adds to the merriment of the "Opry"—adds new listeners too.



NBC NETWORK EVERY SATURDAY NIGHT TO HELP YOU SELL MORE AND MORE



# PRINCE ALBERT

THE NATIONAL JOY SMOKE

R. J. Reynolds Tob. Co., Winston-Salem, N.C.

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# TOBACCO WORLD

## TOBACCO PLAYED PART IN WINNING THE WAR

"Sorry, we have no cigarettes" signs have been replaced by ones bearing the pleasanter news. "Yes, we have cigarettes today. What's your brand?" The man who prefers cigars or his pipe is more likely to get his favorite smoke, too. That's the evidence on every hand since the end of the war.

Servicemen, however, continue to enjoy the tobacco products which most appeal to them, prolonging a demonstration of wholehearted cooperation for which manufacturers in all branches of the tobacco industry will forever deserve the thanks of their countrymen.

And tobacco itself, in all its forms, has emerged as more important than ever as one of the necessities of American life. Its importance in contributing to the whole country's euphoria—or wellbeing—was emphasized even more strongly in the biggest war in the history of the world, now happily ended, than in World War I, when America first learned of the part tobacco plays in the country's welfare.

ESTABLISHED  
1881





*a Perfect Evening*

Start with Chesterfields and you can add only orchids and the theatre for a perfect evening. Chesterfield's Right Combination World's Best Tobaccos always gives you smoking pleasure at its best. Chesterfields satisfy because they're milder... cooler... better-tasting.

# CHESTERFIELD

RIGHT COMBINATION WORLD'S BEST TOBACCOS

Copyright 1945, Liggett & Myers Tobacco Co.

HOBART B. HANKINS—Editor

Business Manager—B. S. PHILLIPS

# THE TOBACCO WORLD

Vol. 65

SEPTEMBER 1945

No. 9

**T**HE August 1 forecast of tobacco production—1,934 million pounds—is approximately two per cent. above the estimate of last month, and second only to the all-time record—1,950 million pounds—produced last year. Losses caused by excessive rainfall in eastern North Carolina were more than offset by improvement in the old belt of North Carolina and Virginia. Local conditions in other areas have made significant changes in prospects for some types. The indicated yield per acre declined sharply from a month earlier in southern Maryland, where heavy rainfall did considerable damage.

**P**RODUCTION of tobacco used primarily in cigarettes—flue-cured and light air-cured—is indicated at 1,135 million pounds of flue-cured, and 578 million pounds of light air-cured tobacco. The total for these tobaccos is approximately equal to the total last year, there being about 45 million pounds more flue-cured tobacco and a corresponding reduction in burley and southern Maryland types. Changes in prospective production of dark air-cured tobacco during July were negligible. A total of 42.3 million pounds is forecast, as compared to 44.5 million in 1944, and 36.1 million pounds, the ten-year (1934-43) average.

**F**ROM the current Newsletter of the Retail Tobacco Dealers of America, Inc., we take President Eric Calamia's opening paragraphs to reproduce here as a worthwhile editorial for tobacco retailers: "Now that victory has been won and the Japanese have surrendered, the many problems of the reconversion period face all businessmen. We can look forward to an increased supply of all our products, but it is not possible to expect immediate improvement. Although the Army has cancelled many of its existing war contracts, its primary concern has naturally been along lines of the more vital war materiel, and we have been advised that the Quartermaster's Department has not as yet curtailed its requirements with respect to cigars, cigarettes, smoking tobaccos, pipes and candy, but undoubtedly in the days to come contracts will be drastically cut. This interim period will allow the wise merchant to move from his counters and shelves the so-called 'war babies,' for the consumer will be interested in purchasing only standard brands of reliable merchandise just as soon as available. We can all be thankful that 'Don't you know there's a war on?' will no longer be a much-abused phrase. Many retailers have fallen into dis-

favor with their customers because of their unwise attitude. The damage they have done in their consumer relations cannot be overcome, but we can all take stock and realize that as supplies increase, we will have to exert every effort toward selling our product and creating customer demand—and we must start NOW."

**W**ITH deep regret, we record the passing on July 28 of William N. Leschey, vice-president and co-founder of the Autokraft Box Corp., of Hanover, Pa. His death at the age of 65, came after a long illness. As a boy of 12, he started as a trimmer in a cigar box factory. He became the owner of his own business in 1912 and later formed a partnership with Chester G. Myers for the manufacture of cigar boxes by machine. He assisted in the founding of Autokraft in 1930 and was in charge of the corporation's Hanover plant, as well as of the Hanover Novelty Unit, specializing in novelty boxes for the tobacco trade. Surviving are his widow, Mrs. Eleanor F. Leschey, three daughters, two sons and three grandchildren. "To this company he has brought the inspiration of a magnificent character," reads a statement from Autokraft officials. "During his 50 years in the industry, his unswerving loyalty and the highest concept of fairness and honesty were always evident in his every act. He was beloved by all who knew him. He leaves to his successors the priceless heritage of a marvelous example."

**M**ANUEL GARCIA, 70, one of the owners of Perfecto Garcia & Bros., died in Havana, Cuba, August 13, after a short illness. For more than fifty years he was active in the cigar industry in Tampa, Florida. Surviving are his widow, two sons, Manuel, Jr., and Charles Oliver, who is in the Navy; two daughters, Miss Josephine Garcia, of Chicago, and Mrs. Louise Meyer, wife of Col. Carl W. Meyer, of the U. S. Army, and two brothers, Angel and Jose, of Chicago. The month of August also marked the demise, on the 4th, of Daniel P. O'Brien, president of the Dan O'Brien Cigar Co., of Buffalo, N. Y. He was well known in the industry for forty years. He began in it with the opening of a small cigar and confectionery store in Buffalo. Surviving are his widow, Elizabeth, his daughter, Mrs. Thomas Dwyer, his brother, Vincent A., and his sister, Mrs. H. M. Highly, of St. Petersburg, Fla.

The TOBACCO WORLD (est. 1881) is published by Tobacco World Corporation; Hobart B. Hankins, President and Treasurer; B. S. Phillips, Vice-President; John Cleary, Secretary. Office, 236 Chestnut Street, Philadelphia 6, Pa. Issued monthly. Subscriptions, available only to those engaged in the tobacco industry or trade, \$1.00 a year, 15 cents a copy; foreign, \$1.75 a year. Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.



# July Report of Tobacco Products

Product	Month of July			Increase or Decrease	
	1945	1944		Quantity	Per Cent.
Cigars:					
Class A—					
United States .....	6,251,044	15,030,460	—	8,779,416	58.41
Puerto Rico .....	.....	701,000	—	701,000	....
Total .....	6,251,044	15,731,460	—	9,480,416	60.26
Class B—					
United States .....	32,131,150	21,657,100	+	10,474,050	48.36
Puerto Rico .....	216,000	1,200	+	214,800	....
Total .....	32,347,150	21,658,300	+	10,688,850	49.35
Class C—					
United States .....	70,152,850	149,483,173	—	79,330,323	53.07
Puerto Rico .....	4,496,550	1,944,000	+	2,552,550	....
Total .....	74,649,400	151,427,173	—	76,777,773	50.70
Class D—					
United States .....	117,867,473	19,761,183	+	98,106,290	496.46
Puerto Rico .....	2,619,450	390,100	+	2,229,350	....
Total .....	120,486,923	20,151,283	+	100,335,640	497.91
Class E—					
United States .....	106,075,888	128,411,113	—	22,335,225	17.39
Puerto Rico .....	2,402,966	1,330,700	+	1,072,266	....
Total .....	108,478,854	129,741,813	—	21,262,959	16.39
Class F—					
United States .....	11,460,800	14,279,776	—	2,818,976	19.74
Puerto Rico .....	136,000	84,050	+	51,950	....
Total .....	11,596,800	14,363,826	—	2,767,026	19.26
Class G—					
United States .....	6,816,586	3,508,555	+	3,308,031	94.28
Puerto Rico .....	250	.....	+	250	....
Total .....	6,816,836	3,508,555	+	3,308,281	94.29
Total All Classes:					
United States .....	350,755,791	352,131,360	—	1,375,569	.39
Puerto Rico .....	9,871,216	4,451,050	+	5,420,166	....
Grand Total .....	360,627,007	356,582,410	+	4,044,597	1.13
Little Cigars:					
All United States .....	7,002,067	10,817,080	—	3,815,013	35.27
Cigarettes:					
United States .....	21,814,733,985	20,277,736,308	+	1,536,997,677	7.58
Puerto Rico .....	512,400	300,200	+	212,200	....
Total .....	21,815,246,385	20,278,036,508	+	1,537,209,877	7.58
Large Cigarettes:					
United States .....	12,163,111	1,444,305	+	10,718,806	742.14
Puerto Rico .....	.....	.....	+	.....	....
Total .....	12,163,111	1,444,305	+	10,718,806	742.14
Snuff (lbs.):					
All United States .....	3,190,939	2,556,822	+	634,117	24.80
Tobacco (Chewing and Smoking) lbs.:					
All United States .....	21,291,482	18,781,259	+	2,510,223	13.37

\* Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."

# 7 Months Report of Tobacco Products

Product	1st Seven Months			Increase or Decrease	
	Cal. Yr. 1945	Cal Yr. 1944		Quantity	Per Cent.
Cigars:					
Class A—					
United States .....	28,944,728	127,099,496	—	98,154,768	77.23
Puerto Rico .....	200,132	2,601,300	—	2,401,168	....
Total .....	29,144,860	129,700,796	—	100,555,936	77.53
Class B—					
United States .....	243,429,176	152,752,378	+	90,676,798	59.36
Puerto Rico .....	2,542,950	129,525	+	2,413,425	....
Total .....	245,972,126	152,881,903	+	93,090,223	60.89
Class C—					
United States .....	517,558,819	1,184,141,733	—	666,582,914	56.29
Puerto Rico .....	17,838,750	5,115,945	+	12,722,805	....
Total .....	535,397,569	1,189,257,678	—	653,860,109	54.98
Class D—					
United States .....	900,004,746	144,066,326	+	755,938,420	524.72
Puerto Rico .....	17,255,900	924,200	+	16,331,700	....
Total .....	917,260,646	144,990,526	+	772,270,120	532.63
Class E—					
United States .....	853,295,293	946,496,276	—	93,200,983	9.85
Puerto Rico .....	17,811,071	4,482,800	+	13,328,271	....
Total .....	871,106,364	950,979,076	—	79,872,712	8.40
Class F—					
United States .....	105,137,189	98,353,207	+	6,783,982	6.90
Puerto Rico .....	1,386,380	201,950	+	1,184,430	....
Total .....	106,523,569	98,555,157	+	7,968,412	8.09
Class G—					
United States .....	93,106,884	20,951,902	+	72,154,982	344.38
Puerto Rico .....	73,742	7,575	+	66,167	....
Total .....	93,180,626	20,959,477	+	72,221,149	344.58
Total All Classes:					
United States .....	2,741,476,835	2,673,861,318	+	67,615,517	2.53
Puerto Rico .....	57,108,925	13,463,295	+	43,645,630	....
Grand Total .....	2,798,585,760	2,687,324,613	+	111,261,147	4.14
Little Cigars:					
All United States .....	59,006,307	91,098,453	—	32,092,146	35.23
Cigarettes:					
United States .....	139,925,037,800	138,782,868,213	+	1,142,169,587	.82
Puerto Rico .....	48,563,820	302,733	+	48,261,087	....
Total .....	139,973,601,620	138,783,170,946	+	1,190,430,674	.86
Large Cigarettes:					
United States .....	74,376,659	7,891,258	+	66,485,401	842.52
Puerto Rico .....	.....	.....	+	.....	....
Total .....	74,376,659	7,891,258	+	66,485,401	842.52
Snuff (lbs.):					
All United States .....	25,977,867	24,373,957	+	1,603,910	6.58
Tobacco (Chewing and Smoking) lbs.:					
All United States .....	157,709,987	131,598,960	+	26,111,027	19.84

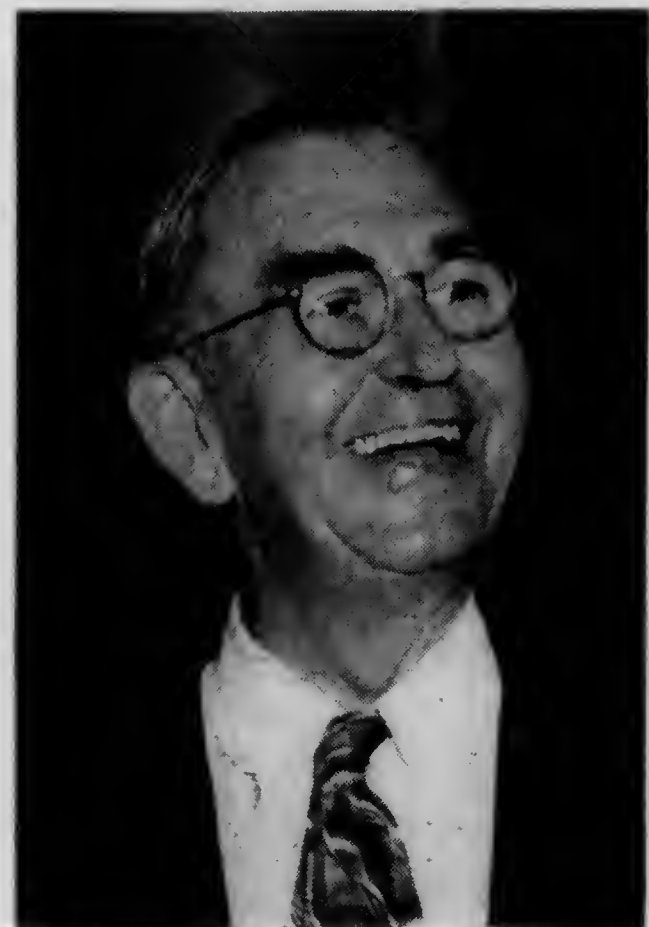
\* Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale."



## Pay Tribute to Albert H. Gregg

**M**ESSAGES of greeting and congratulation are still coming in from tobacco circles all over the country to Albert H. Gregg, president of the Cigar Institute of America, following his return from thirty-two months' service in England and western Europe as Deputy Red Cross Commissioner.

The reception program centered on a dinner, August 1st, in Mr. Gregg's honor in the Waldorf-Astoria, New York, which was attended by sixty of the industry's leaders, with good wishes from those whose absence at long distances prevented participation in one of the pleasantest events in the annals of the American cigar. Ceremonies were under the auspices of the institute, of which Mr. Gregg was a principal founder and president since its inception.



ALBERT H. GREGG

Harvey D. Gibson, president of the Manufacturers Trust Co., and close associate of Mr. Gregg in Red Cross work during both World War I and World War II, confirmed the invaluable contribution Mr. Gregg had made to the welfare of this nation's fighting men. Speaking informally he told many amusing anecdotes about the Gregg manner of handling perplexing problems, and described the variety of human kindnesses he performed so frequently.

Mr. Gregg, acknowledging the plaudits of the cigar manufacturers and other notables and in response to the tributes of Chairman Basil O'Connor and Former Commissioner Harvey D. Gibson, stated that he had done only what he considered his duty, particularly after the experience gained in World War I in similar capacity, and felt that aiding the comfort and increasing the morale of the armed forces was a satisfaction beyond price. He was also pleased to note the largely increased use of cigars among Uncle Sam's fighting men and how much those cigars contributed to their relaxation, off duty or on furlough, sometimes in the very thick of front line action.

Declaring that he tried to keep in touch with cigar industry situations as far as possible, Mr. Gregg expressed keen appreciation of the progress made by the Cigar Institute in fulfillment of the promotional plans for intensifying the popularity of cigars which it undertook in peace and carried forward despite wartime restrictions. Mr. Gregg said he felt obligated to Everett Meyer, vice-president of the Institute, who served so long as acting president, and thanked him for "a swell job."

Mr. Gregg said he was confident of a continuance and expansion of the present impressive demand for cigars but emphasized the need for maintaining policies of dignified promotion.

As representative of the Cuban Minister of Agriculture, Francisco Quinones, Vice-Consul in New York, expressed the high regard in which Mr. Gregg is held in the Island Republic.

A rousing personal tribute to Mr. Gregg, as an individual and as a leader who had the vision to rally the industry at a critical period, was paid by Alvaro M. Garcia, former President of the Cigar Manufacturers Association, who headed the dinner committee. Mr. Garcia minced no words in analyzing the effects of Mr. Gregg's work for the industry and he asserted that Mr. Gregg's sacrifices, at mature age, in so arduous a labor in the country's cause merited the acclaim of everyone. The warmth of the welcome, he exclaimed, could only be exceeded by the admiration they felt and the debt that was owed to the guest of honor.

### MISS BIT-O-HONEY MAKES BOW

Miss Bit-O-Honey, loveable personification of Schutter Candy Company's famed five-cent bar, made her formal debut to the trade in a colorful broadside mailed nationwide to confectionery, drug, grocery and tobacco dealers.

Supplementing current consumer and trade paper advertising, and as a follow-up to a "get acquainted" sample mailing, which have established Miss Bit-O-Honey as a trade character, this broadside explains her role in Schutter's current advertising.

According to the broadside, an estimated twenty-five million families meet Miss Bit-O-Honey periodically in the Sunday Comic Sections of forty-six newspapers and in seventeen top-ranking comic books, while an additional six million families, reached by ads in numerous well-known women's magazines, bring the total to thirty-one million families who, each month, see Miss Bit-O-Honey sweetly sell her favorite candy.

This advertising, Schutter states, is not intended to produce present sales, since today's demand for Bit-O-Honey far exceeds production. The company's promotion of its candy at this time is to create maximum demand for Bit-O-Honey when candy manufacturing and distribution again are normal.

### RIDDELL ACQUIRES ALHAMBRA

The Riddell Company, distributors and wholesalers of tobacco and confectionery products, of 140-150 North Fair Oaks Avenue, Pasadena, California, have just announced the acquisition on an affiliation basis of the Alhambra Wholesale Candy Company, formerly of San Gabriel, California.

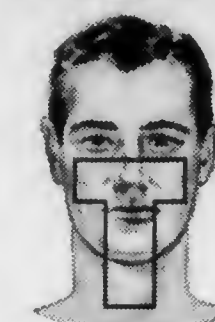
Chester A. Parker, principal of the Alhambra Wholesale Candy Company, enters the picture as manager of wholesale division of the Riddell Company. Elmer J. Strauch, sales manager of the Riddell Company, is advanced to manager of distributing division, which department conducts a sizeable volume of business with wholesalers throughout the Southwest.



*Maybe it's a boy... maybe it's a girl... but when G. I. Joe wants to make the grand gesture of the proud parent, it's "Have a Camel—on us." Camels, naturally—they're a G. I. favorite—and more than ever today a prized possession.*

Even though more Camels were made last year than ever before, even though production schedules provide for more this year, yet, with billions of Camels going to our fighting men, you may not get *all* the Camels you want.

Because Camel will make only as many Camels as can be made with the costlier, properly aged tobaccos available. Camels wouldn't be Camels if they were made of green, insufficiently cured tobaccos.



**YOUR  
"T-ZONE"  
AND YOUR  
CIGARETTE**

The "T-Zone"—T for taste and T for throat—is the final proving ground of any cigarette. Only your taste and your throat can tell you which cigarette tastes best to *you*... how it affects your throat. On the basis of the experience of millions of smokers, we believe Camels will suit your "T-Zone" to a "T."

R. J. Reynolds Tobacco Co., Winston-Salem, N.C.

*The Service First*

Army, Navy, Marines, and Coast Guard—wherever they go in their winning of the war, they have first call on Camels.

*Camels*



LORILLARD'S POPULAR LEADERS



Enjoy a pleasing  
Cigarette!

**Old Gold**

A superb blend of  
many choice tobaccos.

Apple "Honey"  
helps guard O.G.s.  
from Cigarette Dryness!



Lorillard Company America's oldest tobacco merchants—Established 1760

SALES HEAVY AT OPENING

**T**HE 1945 Eastern North Carolina flue-cured tobacco marketing season began August 21 with extremely heavy sales and all offerings in strong demand. The Office of Marketing Services of the USDA and North Carolina Department of Agriculture report only slight price changes occurred for the majority of grades sold compared with opening day prices last season. These changes amounted to only \$1.00 in most cases although some lower quality offerings increased up to \$7.00 per hundred. The bulk of sales ranged from \$43.00 to \$45.00. Growers were pleased with prices as rejections were reported as negligible. Last season volume of sales on opening day was light, amounting to only 3,207,802 pounds at \$42.53. Because of heavier deliveries gross sales today probably amounted to twice the volume auctioned last year.

Comparative prices with last season's opening day averages show better leaf grades practically unchanged but most lower qualities were \$1.00 to \$3.00 higher. Cutters were down around \$1.00 but lugs displayed little change.

Despite increases in the percentage of cutters and medium quality smoking leaf, the general quality of the tobacco was not as good as opening day last year. There were more lower quality leaf grades and non-descript sold today and less choice lugs. The bulk of sales was made up of low to fine lugs and fair and low leaf grades.

HONORS FOR LIEUTENANT SMITH



1ST LIEUT. R. G. SMITH

First Lt. Robert G. Smith, of Jacksonville, Florida, has been awarded the Silver Star with the rare oak leaf cluster betokening a second Silver Star award for gallantry in action in the European war theater, his parents, Mr. and Mrs. H. K. Smith, 2325 River Road, have been notified. Lieutenant Smith's first Silver Star was awarded for gallantry on January 11, 1945; his second for heroism displayed on January 24, 1945.

The official citation for the first award states that "on January 11, 1945, in the vicinity of Doncols, Luxembourg, First Lieutenant Smith led his platoon under withering enemy fire in three assaults to neutralize a strongly fortified farmhouse. On the third and successful attempt, First Lieutenant Smith advanced with an enemy bazooka, effectively placing his fire. Through his aggressive, adroit leadership the platoon's mission was attained, fifteen of the enemy were killed and fifty-five were captured. His gallantry was in accordance with high military tradition."

In citing Lieutenant Smith for the oak leaf cluster to the Silver Star, Brigadier General Earnest asserted: "On January 24, 1945, in the vicinity of Binsfeld, Luxembourg, during a counter attack on the town an infantry platoon led by First Lieutenant Smith became isolated in a house and surrounded by a numerically superior enemy force. Despite overwhelming odds, he refused to surrender and, at the risk of his life, made his way through withering machine gun fire to obtain reinforcements. Upon returning with the needed assistance, he directed such accurate artillery fire upon the enemy that the counterattack was repelled. His gallantry was in accordance with high military tradition."

Lieutenant Smith's father is vice-president of John H. Swisher & Son, Inc., manufacturers of King Edward cigars, and one of the best known and best liked figures in the cigar industry.

Lieutenant Smith entered the Army in June, 1942, after completing a post-graduate military course at the Riverside Military Academy, Gainesville, Ga. Before going to the European theatre of action he served in the Pacific theatre.

In addition to his two decorations for gallantry he also has the Purple Heart and the Combat Infantryman's Badge.

At present Lieutenant Smith is attached to a labor supervision battalion near Marseilles, France.

# HILDEGARDE IS BACK!



**FOR YOU**—the glamorous singing star returns to the air in B & W's hit show, "Raleigh Room," one of the top-popularity programs in radio! (Every Tuesday night, NBC). In addition to Hildegard are two other sure-fire network radio shows—plus B & W's extensive campaign of advertising in newspapers and magazines—all working hard to make new friends for the products you sell, to ring up more sales in your cash register.

## ...ALSO NEWSPAPERS AND MAGAZINES

### ALSO ON THE AIR...



**BILLIE BURKE**

The beloved comedienne is the star of the hilarious comedy show on the air for Raleighs every Wednesday night (on NBC).

### "PEOPLE ARE FUNNY"

For fun and foolishness, their riotous half-hour on Friday nights (NBC) is a big favorite with radio listeners from coast to coast.



Remember that cold you caught? (Your throat was crying for help!)

A friend came to the rescue with a pack of KOOL



Why not smoke 'em for Life, Guard?



**THE BIG TWO**  
OF THE CANDY BAR WORLD



**SCHUTTER CANDY COMPANY, CHICAGO**  
Factory: Chicago, Illinois . . . General Offices: St. Louis 3, Mo.

#### 1944 ALLOCATION TERMINATED

The U. S. Department of Agriculture has terminated War Food Order 4.7 under which the 1944 crop of flue-cured tobacco was allocated. The termination was effective August 26, 1945. Flue-cured is used extensively in American cigarettes, and is an important export type. The 1944 crop was allocated to manufacturers on the basis of the quantities used during the year ended June 30, 1944, and to dealers on the basis of acquisitions from the 1939 to 1942 crops, in addition to an allocation for fulfillment of British requirements.

Following termination the relatively small balance of the 1944 crop remaining in the hands of dealers may be sold without regard to the previous limitations of the Order. Flue-cured tobacco is sold at auction and the marketing usually begins in July and is normally completed by the following December.

#### ANOTHER CHURCHILL CIGAR STORY

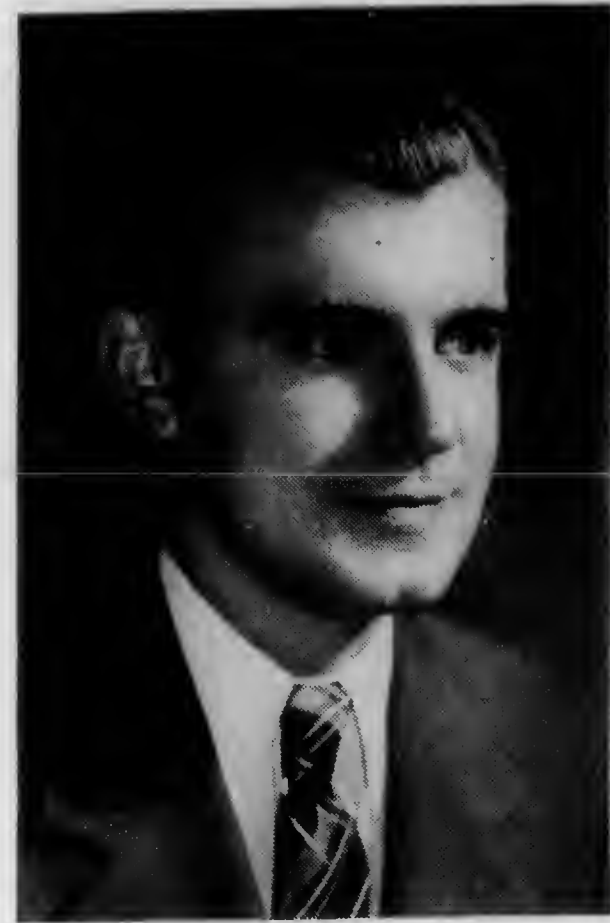
From London drama critic, Ernest Betts, comes to the Cigar Institute another anecdote about Winston Churchill's famous cigars.

"Most treasured trophy which Alfred Lunt will take home is a cigar given him by Mr. Churchill after he saw 'Love in Idleness,' with Mrs. Churchill. It is an enormous Corona with Winston Churchill inscribed on the band.

"The gift arose from a scene in the play in which Mr. Lunt as a Cabinet Minister, is given a cigar by the Prime Minister when he is sacked.

"Last night Mr. Lunt said, 'I shan't smoke it, of course. I am having a little box made for it.'"

#### UNIVERSAL APPOINTS WUNDERLICH



RALPH WUNDERLICH

tising manager. Previously, he was associated with Jimm Daugherty Advertising Company and Van Matre Pharmaceutical Advertising Company, also of St. Louis. Earlier experience, on the staff of the St. Louis Globe Democrat, followed Mr. Wunderlich's journalism degree from Washington University.

#### DR. W. W. GARNER RETIRES

Dr. W. W. Garner, well known for his researches on the tobacco crop, has retired after forty years in the service of the United States Department of Agriculture. He entered the Department in 1904 as a chemist but went into tobacco studies the following year in the Bureau of Plant Industry where he and his associates have done outstanding work. He was head of the Division of Tobacco Investigations in the Bureau of Plant Industry, Soils, and Agricultural Engineering for thirty-seven years.

It was through the study of peculiarities of tobacco varieties that Dr. Garner with H. A. Allard made the basic botanical discovery that the flowering and fruiting of plants depend upon the length of day. This principle, now widely known as photoperiodism, has become an important part of the working knowledge of botanists and plant breeders, and research work in this special field is now being carried on more extensively than ever, a recognition of its wide usefulness.

#### SEEKING MACEDONIAN TOBACCO

Representatives of the three largest American tobacco companies are dickering with the Greek Government for purchase of huge lots of accumulated choice Macedonian tobacco, according to an Associated Press report.

Buyers for R. J. Reynolds, Liggett & Myers, and the American Tobacco Co. are negotiating for 7,500,000 pounds of high grade tobacco taken over by the Greek Government after Greece's liberation.

If they succeed, the shipment will be the first Macedonian tobacco sent to the United States since the German invasion of Greece.

Prewar Macedonian tobacco was an important element in all popular American cigarette blends, but in war years the companies have had to depend on accumulated stocks.

Universal Match Corporation, St. Louis, announces the appointment of Ralph Wunderlich as assistant sales promotion manager for that company and its divisions, Schutter Candy Company, makers of Old Nick and Bit-O-Honey, and Candy Bros. Mfg. Co., Inc., makers of Red Cross Cough Drops. Mr. Wunderlich goes to Universal from Roberts, Johnson and Rand, division of International Shoe Corporation, St. Louis, where he was assistant advertising manager.

## TOPS IN SMOKER PREFERENCE!

# KING EDWARD

Big-Time Smoking Enjoyment--"Buy-Word" of Millions

*America's Most Popular Cigar*

**JNO. H. SWISHER & SON, INC.**  
Cigar Manufacturers  
JACKSONVILLE, FLORIDA



#### DUTCH INDUSTRY RESUMES

WITH the arrival of raw materials which were bought by the Netherlands government in England, the Dutch tobacco industry has been able to resume production at 20 per cent. of pre-war capacity. More than sixty cigar factories are functioning in the southern province of North-Brabant, but production is limited because of the scarcity of wrapper leaf which was obtained exclusively from the Netherlands Indies.

To help increase cigar and cigarette production foreign exchange has been made available to manufacturers for the purchase of supplies abroad.

The Dutch have the reputation of being the heaviest smokers in Europe. The manufacture of cigars in particular was very extensive and there were more than two thousand workshops in operation in 1939. In that same year Holland imported 22,787,000 guilders worth of tobacco, mainly for the manufacture of cigars which had a very excellent reputation throughout Europe. Figures for 1929 reveal that Hollanders smoked about 1,500,000,000 cigars.

For the finest cigars Dutch manufacturers used only tobaccos that burned well and pleased the sense of smell for the wrapper. They insisted upon Sumatra tobacco for this purpose; Java, Borneo and Seedleaf came second. During the world famous spring sales in Amsterdam at Frascati Hall which used to draw buyers from every part of the globe, Sumatra leaf and the equally popular "Vorstenlanden" leaf of Java brought high prices. The filling often consisted of

Java tobacco for the less expensive brands. As the class of the cigar improved the makers added Brazilian tobacco. For the finest cigars Havana tobacco was used, either in addition to Brazilian or Java, or exclusively.

Tobacco for cigarettes is now being imported from Rhodesia and cigarettes manufactured from it will be known by that name. The price will be seventy-five Dutch cents for a pack of twenty. Despite the tremendous requirements of the armed forces and the shortage of labor and supplies, officials believe that a pack per week will soon be available for everyone in Holland.

#### ITALY AIDS TOBACCO PRODUCERS

A recent decree of the Italian Government, apparently intended to encourage production of leaf tobacco through the sale of which the Government obtains considerable revenue, authorizes financial assistance to tobacco growers for the replacement and repair of buildings damaged during war. Growers who deliver tobacco to the Monopoly may receive grants to be paid in annual installments totaling 80 per cent. of the reconstruction costs, after the work has been approved by the proper authorities. The sums will be paid as an addition to the price of leaf delivered to the Monopoly. Over and above official prices, growers who suffered directly from the war may receive up to 18 per cent. of the appraised value of their crops as a special bonus to be paid for five years beginning in 1945.



# RTDA Newsletter

By ERIC CALAMIA

**F**AIR TRADE: Most of us would hate to be faced with a return to the chaotic cut price condition that existed before the war. This office received indications that a number of the manufacturers of cigars, cigarettes and pipes, who realize that the retail dealer cannot continue in business unless he receives a profit, will sign their products under the Fair Trade Laws. There is every indication that the OPA will continue for at least six months in order to prevent an inflationary condition. Consequently, while we enjoy the stable price condition that has existed in our industry during the life of OPA, it is of utmost importance that every retailer consider himself a Fair Trade emissary. It is up to him in his contacts with the manufacturer to ask for the profit protection that these laws would afford.

Massachusetts Cigarette Tax. Recently, the State of Massachusetts increased their cigarette tax from two cents to three cents and the retailers were successful in securing the passage of the Cigarette Unfair Sales Practices Act. Immediately thereafter, the tax was increased from three cents to four cents. This additional one-cent tax was attached to the Bonus Bill. The tobacco dealers in Massachusetts were only advised of this action, the day that the Bill passed in Committee and was favorably reported to the Legislature. They were not given the time for any organized opposition. The congressmen they were able to contact felt they would be taken to task as being unpatriotic, if they defeated a Bonus Bill, even though it contained a rider taxing cigarettes.

However, we advised the retailers to point out that this bill which guaranteed \$100 per annum to the returning veteran and his family was more than offset by the increased tax. The average man smokes a package a day, as in many cases does his wife, and this represents an additional tax of approximately \$70 a year which would be largely born by the veteran receiving the bonus.

Retailers and local groups throughout the country can gain a lesson from the unfortunate experience of the Massachusetts tobacco dealer. Be on the alert! Watch all legislation introduced into your state legislature and prevent repetition in other states of the Massachusetts experience.

The New York Retail Trade Minimum Wage Law. Although this matter at present concerns only dealers in New York, it is my thought that any activity affecting retailers in one state should be called to the attention of members of the association as a guide for their action, should similar situations arise in their locality.

A Retail Trade Minimum Wage Board was set up by the Department of Labor on June 5th to make a study and to recommend minimum wages for all employees of the retail trades in the State of New York. This office submitted a brief to the Board setting forth in detail the position of the tobacco retailer and pointed out that inasmuch as we render a service to the consumer, the working hours of the average retail tobacconist in residential districts is fourteen to sixteen hours a day, often seven days a week, and in business districts somewhat less. We outlined all the factors that determine the payment of wages to a clerk in a tobacco shop and requested that a minimum

of fifty-four hours be set for our trade, with a salary of forty cents per hour.

The recommendations of the Majority Members of the Board which were issued on August 10th, are as follows:

1. A basic minimum salary of 52½ cents an hour.
2. A minimum of 57½ cents an hour for part-time work (thirty hours or less in any one week).
3. For full-time employment a forty hour work week in communities with a population of 10,000 and over; and a forty-four hour work week in communities under 10,000 population.
4. Time and a half for all clerks working over these stated hours.

5. A minimum daily wage of not less than four hours pay at the applicable wage, provided the worker reports at request of the employer, and regardless of whether or not assigned to actual work. The "applicable wage" for students during a school day, and for "not more than one employee in any store or business" is defined in this recommendation as the part-time rate of 57½ cents an hour.

6. An additional daily wage of seventy-five cents an hour for working days of more than eleven hours or for split shifts.

Eugene Foley dissenting from the recommendations of the Board submitted the following:

1. A basic minimum full-time and part-time rate for employees having less than one year's experience in retailing of forty cents an hour. Employees having one year's experience forty-five cents an hour.
2. Time and a half for all clerks working in excess of forty-four hours a week.
3. A minimum daily wage for an employee who by request or permission of the employer reports for duty on any day shall be paid for at least four hours. If such employee is assigned to actual work, he shall be paid at the applicable minimum wage rate.

## TOBACCO JOBBERS ADD CANDY

The country's tobacco jobbers have been officially called upon by the National Association of Tobacco Distributors to enter the candy wholesale field in a big way. Of course many jobbers have been in candy for a long time, but always as a side-line, or a secondary feature to their main job of distributing cigars, cigarettes and other tobacco products. During the war, tobacco jobbers, in search of new lines had to pay more attention to their so-called side lines. Now the NATD has issued a bulletin suggesting that jobbers consider all aspects of the candy marketing field because they can do a top notch job of distribution in it.

Candy jobbers, meanwhile, are forming an association of their own. One of the main reasons for this action is "self-protection." Specialized candy jobbers have come to realize that more aggressive wholesale organizations in the grocery, drug and tobacco fields have cut heavily into the wholesale confectionery trade.

Retailers, of course, will benefit by this increased competition among their jobbers, and when candy is once more plentiful, the man behind the counter should be able to handle confections on a decent profit basis.



When they step up to your counter, be sure they—

# Make a date with MODEL



SMELLS BETTER IN THE POUCH—  
SMOKES BETTER IN YOUR PIPE

United States Tobacco Company  
New York • Chicago • Nashville • Richmond • San Francisco

## FLUE-CURED ALLOCATIONS INCREASED

**R**EFLECTING the increase in the 1945 flue-cured tobacco crop shown in the August 10 crop report, the Department of Agriculture has increased allocations of this important cigarette-type tobacco to manufacturers and to dealers, by a total of approximately forty-three million pounds. The action is taken in an amendment to War Food Order 4.10.

This amendment, based on the latest crop estimate of flue-cured tobacco totalling 1,134 million pounds provides that manufacturers may acquire flue-cured tobacco up to 101.5 per cent. of the quantity, including scrap, used by them for manufacturing purposes from July 1, 1944, through June 30, 1945. Manufacturers' auction purchases and purchases from dealers are fixed in the same proportion of total purchases as were similarly acquired from the crops of 1939 through 1942.

Dealers may purchase 1945 crop flue-cured tobacco at auction—for their own accounts—up to 115 per cent. of the basic quantity which they were entitled to buy from the 1944 crop under the provisions of War Food Order 4.7, Amendment 4.

Should later crop estimates modify the August estimate, adjustments will be made in allocations to preserve an equitable and an orderly market.

## CANADA'S FLUE-CURED EXPORTS LARGER

Canada's exports of flue-cured leaf tobacco during the first five months of 1945 amounted to 10.5 million pounds, or nearly equal to the 10.9 million pounds exported during the entire calendar year 1944. If the authorized quantity of sixteen million pounds of flue-cured is exported during 1945, this year's exports will be the largest since 1939, when the total was 28.7 million pounds.

Although the ban against the importation of manufactured tobacco from non-sterling countries was removed in August, 1944, imports of American cigarettes into Canada have continued to be insignificant. The present high tariffs virtually eliminate foreign cigarettes from the market even though the ban on their importation has been removed. Smoking tobacco imports from the United States, however, are currently running about double those during the immediate pre-war period. Imports of leaf tobacco continue to be confined largely to cigar and Oriental types with some increase in cigar leaf takings.

## SPRUCE LUMBER for CIGAR BOXES

It's Brighter - for the Eye  
It's Lighter - for Shipping  
It's Better - for the Cigars

SPECIFY SPRUCE

Uptegrove Lumber Co.

Cigar Box Lumber for 72 years

15 Washington St.

Newark, N. J.

Established 1886

"BEST OF THE BEST"

VERY OPTIMO MILD  
CIGARS

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

## AUTOKRAFT CIGAR BOXES

Boite Nature Novelty  
Cedar Chests Wrapped

Are Outstanding In  
Quality-Design-Cost

AUTOKRAFT BOX CORP.

Lima, Ohio  
Chicago, Ill.  
Detroit, Mich.

Hellam, Pa.

Hanover, Pa.  
Philadelphia, Pa.  
Wheeling, W. Va.



# Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

## Schedule of Rates for Trade-Mark Services Effective April 1, 1916

Registration,	(see Note A),	\$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of \$2 will be made to members of the Tobacco Merchants Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar (\$1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars (\$2.00) will be made and so an additional charge of One Dollar (\$1.00) will be made for every ten (10) additional titles necessarily reported.

### REGISTRATION

**CAROUSEL**—47,087 (Tobacco Merchants Ass'n. of the U. S.). For all tobacco products. Registered on July 31, 1945, by Schlegel Lithographing Corporation, New York, N. Y.

### TRANSFERRED REGISTRATIONS

**ILLUSTRO**—27,703 (U. S. Patent Office). For cigars. Registered on August 12, 1924, by Glorifier Cigar Co., Inc., New York, N. Y. Transferred to Alliance Cigar Mfg. Co., Bronx, N. Y. Re-transferred to Bondmark Cigar Co., New York, N. Y., on August 1, 1945.

**MELO-DRAMA**—26,111 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered on October 30, 1902, by W. P. Hafemeister, Milwaukee, Wis. Transferred to The Calvert Lithographing Co., Detroit, Mich. Re-transferred to American Box Supply Co., Detroit, Mich., on August 2, 1945.

**WHITE HOUSE**—255,510 (U. S. Patent Office). For cigars. Registered on April 23, 1929, by Charles & Co., Mohawk, N. Y. (also doing business as "The Charles Co., Red Lion, Pa."). Through mesne transfers acquired by Lancaster Cigars, Inc., Lancaster, Pa. Re-transferred to Paul Roseman Cigar Co., Red Lion, Pa., on August 1, 1945.

**MI SONITA**—46,720 (Tobacco Merchants Association of the U. S.). For cigars. Registered on March 14, 1939, by Ruy Suarez & Co., Passaic, N. J. Transferred to Try-A-Tampa Cigar Co., Tampa, Fla., on July 12, 1945.

**SELECTOR**—29,774 (Tobacco Leaf Publishing Co.), and 30,370 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots, and tobacco. Registered on June 6, 1905, by American Litho. Co., New York, N. Y. Through mesne transfers acquired by Castro, Perez & Marcos, Fla. Re-transferred to Marcos Cigar Co., Tampa, Fla., on November 21, 1944.

### Internal Revenue Collections for July

Source of Revenue	1945	1944
Cigars, including floor tax	\$ 2,593,523.85	\$ 2,416,512.44
Cigarettes, including floor taxes	76,456,288.99	70,987,831.22
Snuff	574,369.08	460,228.01
Tobacco, chewing and smoking	3,832,792.83	3,380,960.12
Cigarette papers, tubes and leaf dealer penalties	200,862.75	68,582.82

\* Manufactured Tobacco Produced by Classss  
(As reported by the Bureau of Internal Revenue based on manufacturers' returns of production)

### Month of May

Product	1945	Increase or Decrease Quantity	Per Cent.
Plug	5,273,854	+ 56,355	1.08
Twist	605,646	+ 44,254	7.88
Fine-cut Chewing	328,988	+ 35,643	9.78
Scrap Chewing	4,383,421	+ 60,628	1.40
Smoking	15,106,068	+ 4,385,833	40.91
Snuff	4,075,991	+ 400,889	10.91
Total	29,773,968	+ 4,912,316	19.76

### Five Months Ending May 31st

Product	1945	Increase or Decrease Quantity	Per Cent.
Plug	25,265,922	+ 87,909	.35
Twist	2,910,986	+ 238,693	8.93
Fine-cut Chewing	1,663,960	+ 11,580	.70
Scrap Chewing	21,962,864	+ 1,170,685	5.63
Smoking	72,132,750	+ 24,816,902	52.45
Snuff	19,753,854	+ 1,492,751	8.17
Total	143,690,336	+ 27,642,702	23.82

\* The production figures are in pounds, and are subject to revision until published in the annual report of the Commissioner of Internal Revenue.

## TOBACCO TRADE ORGANIZATIONS

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JESSE A. BLOCH, Wheeling, W. Va. .... President  
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### OUR HIGH-GRADE NON-EVAPORATING CIGAR FLAVORS

Make tobacco mellow and smooth in character  
and impart a most palatable flavor

### FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS  
FRIES & BRO., 92 Reade Street, New York

### CIGAR BOXES

Tel. Algonquin 4-9532 Established 1875



# Lucky Strike Means Fine Tobacco...



"Boy, That's Tobacco!" Painted from life in the tobacco country by James Chapin.

## YES! Lucky Strike Means Fine Tobacco!

So Round, So Firm, So Fully Packed—  
So Free and Easy on the Draw...



Copyright 1944, The American Tobacco Company



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OCTOBER 1945  
B.G.E.

# TOBACCO WORLD

MORE MEN  
HAVE ENJOYED  
**WHITE OWLS**  
THAN ANY OTHER  
CIGAR EVER MADE  
IN THE  
UNITED STATES

•  
ESTABLISHED  
1881  
•

65  
10

## ALL TOBACCO PRODUCTS, EXCEPT LITTLE CIGARS, AHEAD IN 1945 TO DATE

With the single exception of little cigars, all classifications of tobacco products registered increases in the first eight months of this year, as compared to the corresponding period of last year, it is revealed in the current issue of the Supplement to the Tobacco Barometer of the Tobacco Merchants Assn. of the U. S.

Cigars of all classes totaled 3,229,992,336, as compared to 3,112,060,562, a gain of 117,931,774, or 3.79 per cent.

Little cigars totaled 67,017,974, for a decline of 35.96 per cent.

Cigarettes totaled 168,455,454,671, representing an increase of 4.57 per cent.

Large cigarettes totaled 81,253,888, a rise of 680.15 per cent.

Snuff totaled 29,750,202 pounds, a climb of 7.41 per cent.

Chewing and smoking tobacco totaled 182,842,973 pounds, an advance of 17.78 per cent.



# B&W's HILARIOUS RADIO SHOW "PEOPLE ARE FUNNY" MORE POPULAR THAN EVER!

**ALSO ON  
THE AIR...**



**HILDEGARDE**

The glamorous singing star is back on the air in her famous, "Raleigh Room." Last season, you remember, it rated as one of the ten top shows in radio! (Tuesday nights, NBC.)



**SIGMUND ROMBERG**

"An evening with Romberg," on the air for Raleighs every Wednesday night (NBC) presents delightful music by the popular maestro and composer.

**HILARIOUS!**—that's the one-word description there is of B & W's comedy show, "People Are Funny," broadcast coast to coast every Friday night on NBC for Raleigh Cigarettes. From Maine to California, delighted listeners are having the time of their lives enjoying the fun and foolishness that have made this one of the most popular laugh shows in radio.

**ALL FOR YOU!** Think of it—three top-notch network radio shows on the air every week for Raleigh cigarettes! And in addition, there are B & W's big advertising campaigns in leading newspapers and magazines. Is it any wonder that more and more people are coming into your store these days and asking for the Brown & Williamson products you sell?

**...ALSO NEWSPAPERS AND MAGAZINES**

**Perfection**  
made Hildegarde tops!

TRIFLES MAKE PERFECTION... BUT PERFECTION IS NO TRIFLE!

**Raleigh means perfection!**

On a fishing trip you caught a cold (Censor remember?)

So someone steered you to a pack of KOOLS

If KOOLS were your Guide to better smoking then even when you had a cold

Why Fish for other brands... why not smoke 'em all the time?

They're real soothing! Switch from "Hots" to KOOLS for good!

Smokes as sweet as it smells

... the quality sign of America

HOBART B. HANKINS—Editor

Business Manager—B. S. PHILLIPS

## THE TOBACCO WORLD

Vol. 65

OCTOBER 1945

No. 10

**U**N unusual and beloved figure in tobacco circles passed from the scene in the death of James J. ("Jim") Head, former president of Benson & Hedges, on September 14. Born in Brooklyn in 1880, he studied law and was admitted to the bar before he became a missionary salesman for Deities cigarettes and later division manager of P. Lorillard Co. He joined the sales staff of Benson & Hedges in 1915, being first in charge of New England sales and then New York sales manager. In 1922 he was made a director of the company, became vice-president in 1925, and president in 1928, holding that position until he retired in 1943. He was buried September 17 from his home in Brooklyn. Surviving are his mother, his widow, a daughter and a son.

**C**IGARS in the news: American "dime cigars," says Bob Considine, in a dispatch via International News Service from Sian, China, cost \$400 in Chinese money. . . . Sumter, S. C., servicemen, in Foreign Minister von Ribbentrop's palace in Germany, found his cigars lacking in quality as compared to the American variety. . . . Western railroad hand-car crews, in a race on State Street, Chicago (to spur railroad employment recruiting) put on a dramatic show, and boxes of cigars and war bonds were the prizes. . . . In the absence of her husband, on duty in the South Pacific, a young Fort Worth, Texas, mother handed out the cigars with the advent of their first-born. . . . Goody Rosen, hard-hitting Dodgers' centerfielder, was tendered a gift of cigars from his teammates on Rosen Day, before 35,000 fans at Ebbets Field. . . . And that famed devotee of cigars, Babe Herman, came up with a vital pinch-hit. . . . Dunninger read the message on the wrapper of one of the cigars in a box of deluxe perfectors featured in a recent radio program of the mentalist. . . . Returning GI's are pictured by all major press services puffing delightedly on cigars.

**R**ARELY does an entire industry subtly promote its product via motion pictures, says *Tide*, the advertising fortnightly which is shortly to become a weekly, in a recent issue. Warner Brothers' "Rhapsody in Blue," premiered last month in Manhattan, is the ninth picture the cigar industry's publicity and promotion group, the Cigar Institute of America, Inc., has used in just that way. The institute conceived the idea in 1941, and it has been steadily pushed forward under the direction of Harry W. Mc-

Hose, who believes that motion pictures are the logical medium to remove the disrepute cigars fell into after World War I. The tie-ups are planned well in advance, only through those pictures in which the use of cigars is appropriate. Once a year McHose goes to Hollywood and works out the program for the coming year with the various film companies. Result: scenes showing cigars being smoked by stars and, where possible, little discussions on the value of cigar smoking.

**A**DVERTISING-WISE, the film companies gain by the association. According to a survey made by the Ross Federal Research Corp., a minimum of 25,000,000 people see the counter cards and posters that are placed by the institute in 15,000 drug, cigar and department stores throughout the country. The displays boost the picture, are distributed first on the day of the world premiere via the mailing list of *The Cigar Booster*, published monthly by the institute; other displays of the same picture are distributed just prior to local showings of the film by the salesmen of the wholesalers. McHose has even carried the idea into radio on two occasions despite the difficulty of timing in that medium. Displays were made up and sent out prior to two shows: "Can You Top That?" and an "Inner Sanctum Mystery." Interestingly, the latter was solved by cigar ashes, the main clues were cigars. Probably another try will be made at radio, but McHose doubts that many programs can be worked out far enough in advance for his purposes.

**A**N all-time record crop of tobacco, exceeding last year's crop by 49 million pounds, is indicated by the September 1 forecast of tobacco production—1,999 million pounds. This represents an increase during August of 3 per cent. Prospective production of flue-cured tobacco showed an increase of 3½ per cent. above that indicated a month earlier. A crop of 1,174 million pounds is expected; this would be 8 per cent. above last year's production and would slightly surpass the previous record production in 1939, when 1,171 million pounds were produced. Heavy and frequent rainfall in early August was a deterrent to harvesting but it increased the prospective yield of the late planted fields. Another big crop of burley tobacco—570 million pounds—is in prospect, 4 per cent. smaller than last year's record production but 34 per cent. higher than in 1931, the previous high year.



# August Report of Tobacco Products

Cigars:	Product	Month of August			Increase or Decrease	
		1945	1944		Quantity	Per Cent.
Class A—						
	United States .....	3,403,052	15,978,152	—	12,575,100	78.70
	Puerto Rico .....	100,000	500,000	—	400,000	....
	Total .....	3,503,052	16,478,152	—	12,975,100	78.74
Class B—						
	United States .....	38,728,300	23,315,977	+	15,412,323	66.10
	Puerto Rico .....	230,000	402,250	—	172,250	....
	Total .....	38,958,300	23,718,227	+	15,240,073	64.25
Class C—						
	United States .....	76,620,450	164,594,898	—	87,974,448	53.45
	Puerto Rico .....	4,784,950	3,265,200	+	1,519,750	....
	Total .....	81,405,400	167,860,098	—	86,454,698	51.50
Class D—						
	United States .....	142,013,170	26,331,651	+	115,681,519	439.32
	Puerto Rico .....	2,650,000	725,800	+	1,924,200	....
	Total .....	144,663,170	27,057,451	+	117,605,719	434.65
Class E—						
	United States .....	134,632,643	165,216,815	—	30,584,172	18.51
	Puerto Rico .....	2,668,800	1,529,950	+	1,138,850	....
	Total .....	137,301,443	166,746,765	—	29,445,322	17.66
Class F—						
	United States .....	14,803,370	17,288,598	—	2,485,228	14.37
	Puerto Rico .....	50,250	104,600	—	54,350	....
	Total .....	14,853,620	17,393,198	—	2,539,578	14.60
Class G—						
	United States .....	10,721,366	5,478,483	+	5,242,883	95.70
	Puerto Rico .....	225	3,575	—	3,350	....
	Total .....	10,721,591	5,482,058	+	5,239,533	95.58
Total All Classes:						
	United States .....	420,922,351	418,204,574	+	2,717,777	.65
	Puerto Rico .....	10,484,225	6,531,375	+	3,952,850	....
	Grand Total .....	431,406,576	424,735,949	+	6,670,627	1.57
Little Cigars:						
	All United States .....	8,011,667	13,548,027	—	5,536,360	40.86
Cigarettes:						
	United States .....	28,477,851,451	22,304,682,582	+	6,173,168,869	27.68
	Puerto Rico .....	4,001,600	1,200,600	+	2,801,000	....
	Total .....	28,481,853,051	22,305,883,182	+	6,175,969,869	27.69
Large Cigarettes:						
	United States .....	6,877,229	2,523,850	+	4,353,379	172.49
	Puerto Rico .....	.....	.....	.....	.....	....
	Total .....	6,877,229	2,523,850	+	4,353,379	172.49
Snuff (lbs.).						
	All United States .....	3,772,335	3,325,100	+	447,235	13.45
Tobacco (Chewing and Smoking) lbs.:						
	All United States .....	25,132,986	23,645,697	+	1,487,289	6.29

\* Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale." It is also to be noted that the monthly figures are subject to revision until published in the annual reports of the Commissioner.

# 8 Months Report of Tobacco Products

Product	1st Eight Months			Increase or Decrease	
	Cal. Yr. 1945	Cal. Yr. 1944		Quantity	Per Cent.
Cigars:					
Class A—					
United States .....	32,347,780	143,077,648	—	110,729,868	77.39
Puerto Rico .....	300,132	3,101,300	—	2,801,168	....
Total .....	32,647,912	146,178,948	—	113,531,036	77.67
Class B—					
United States .....	282,157,476	176,068,355	+	106,089,121	60.25
Puerto Rico .....	2,772,950	531,775	+	2,241,175	....
Total .....	284,930,426	176,600,130	+	108,330,296	61.34
Class C—					
United States .....	594,179,269	1,348,736,631	—	754,557,362	55.95
Puerto Rico .....	22,623,700	8,381,145	+	14,242,555	....
Total .....	616,802,969	1,357,117,776	—	740,314,807	54.55
Class D—					
United States .....	1,042,017,916	170,397,977	+	871,619,939	511.52
Puerto Rico .....	19,905,900	1,650,000	+	18,255,900	....
Total .....	1,061,923,816	172,047,977	+	889,875,839	517.23
Class E—					
United States .....	987,927,936	1,111,713,091	—	123,785,155	11.13
Puerto Rico .....	20,479,871	6,012,750	+	14,467,121	....
Total .....	1,008,407,807	1,117,725,841	—	109,318,034	9.78
Class F—					
United States .....	119,940,559	115,641,805	+	4,298,754	3.72
Puerto Rico .....	1,436,630	306,550	+	1,130,080	....
Total .....	121,377,189	115,948,355	+	5,428,834	4.68
Class G—					
United States .....	103,828,250	26,430,385	+	77,397,865	292.84
Puerto Rico .....	73,967	11,150	+	62,817	....
Total .....	103,902,217	26,441,535	+	77,460,682	292.95
Total All Classes:					
United States .....	3,162,399,186	3,092,065,892	+	70,333,294	2.27
Puerto Rico .....	67,593,150	19,994,670	+	47,598,480	....
Grand Total .....	3,229,992,336	3,112,060,562	+	117,931,774	3.79
Little Cigars:					
All United States .....	67,017,974	104,646,480	—	37,628,506	35.96
Cigarettes:					
United States .....	168,402,889,251	161,087,550,795	+	7,315,338,456	4.54
Puerto Rico .....	52,565,420	1,503,333	+	51,062,087	....
Total .....	168,455,454,671	161,089,054,128	+	7,366,400,543	4.57
Large Cigarettes:					
United States .....	81,253,888	10,415,108	+	70,838,780	680.15
Puerto Rico .....	.....	.....	.....	.....	....
Total .....	81,253,888	10,415,108	+	70,838,780	680.15
Snuff (lbs.):					
All United States .....	29,750,202	27,699,057	+	2,051,145	7.41
Tobacco (Chewing and Smoking) lbs.:					
All United States .....	182,842,973	155,244,657	+	27,598,316	17.78

\* Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale." It is also to be noted that the monthly figures are subject to revision until published in the annual reports of the Commissioner.



# How Tobacco Auction System Works

By BILL SHARPE

**T**OBACCO, a crop which has done pretty well by itself since Raleigh's colonists took some of it to England from Roanoke Island in 1587, is moving toward the consumer again in North Carolina, which produces 70 per cent. of the nation's flue-cured type. And it is moving with a rapidity and dispatch which seems almost like legerdemain to the bystander. Within a few weeks, the state's crop of around 775,000,000 pounds will be completely sold; and the nation's entire 1945 tobacco supply (1,890,000,000 pounds) will be moved within the space of months.

Tobacco is the only major U. S. crop which is still sold to the highest bidder at auction. The system, admittedly fast and efficient, has come under many and unsuccessful attacks, principally from farmers, and especially in years of low prices.

Central figure in the system—and well known to most radio listeners—is the auctioneer. But his greatly exploited chant makes a lot more sense than might be imagined. Slow an auctioneer down and you will discover that he is reiterating the last bid, mixed up with meaningless but rhythm-carrying syllables. This continuous singsong actually is faster and easier for the auctioneer than the recitation of individual bids would be. In any event, the buyers understand the language well enough.

And "seeing" the bids is right. In the system, increase in bids proceed one-half cent a step. Most bidding is mute, and any signal given by a buyer is understood to advance the price by this predetermined unit.

Bidders signal the auctioneer in devious and sometimes fantastic ways. One bidder may leisurely lift a finger, another stab his chest with his thumb, or jerk his tie, and still another may wink an eye. There once was an ingenious buyer who put to use an ordinary worthless talent—he wiggled his ears as a bidding signal.

Auctioneering is pretty strenuous business, for in addition to the continual singing, the tobacco seller must keep a close eye on his mute buyers. This job is somewhat simplified by the fact that most tobacco manufacturers specialize in certain types and grades, and the auctioneer is familiar with what tobacco is likely to interest any buyer.

Tobacco is auctioned only in certain "market" towns which have from two to a dozen warehouses. A tobacco warehouse, contrary to the usual connotation, is a place where tobacco is sold, not stored, and the warehouse owner is the middleman in the system. He provides the selling place, the auctioneer, an official weighing service, and the shallow baskets in which the tobacco is displayed. He furnishes immediate cash for the seller, later to be reimbursed by the buying companies.

He also provides a traditional and somewhat theatrical service in making the first bids. Sometimes when the buying line reaches a pile, he will say: "Now, boys, you all know old Jim Green. He had tough luck this year—lost two cows and had a barn to burn. Let's bid him up a good price. 20 cents . . ." thus, a ware-

houseman's ability to remember the economic and domestic situations of his patrons counts substantially in his success. Many farmers sell regularly at one market and at one house at that market, though when the prices are fluctuating they will shop around in the hope of getting better prices.

In exchange for these practical and fanciful services, the warehouseman collects (from the farmer) a small fee for weighing, an auctioneering fee, plus 2½ per cent. of the farmer's gross sales. This overhead last year ran around a cent a pound, or more.

The selling system is smoothly organized. "Sets" of buyers are assigned to each market, the number of sets depending upon the number of warehouses and the sales volume. Each set must contain representatives of all major buying companies. In addition, there may be independent buyers for small manufacturers—each buyer usually representing a number of them—and speculative buyers sometimes called "pinhookers."

The pinhooker is a very sharp citizen, and often is considered by the farmer to be an interloper, because he profits by the mistakes of either the farmer or the buyer and by his superior judgment.

Due to the speed of auctions, a pile of good tobacco may be underbid. The pinhooker bids it in and sells it again the same day for (he hopes) a profit. The pinhooker also watches for poorly graded tobacco and buys it, later regrading and selling it in several lots. There are a multiplicity of types and grades, and since manufacturers have to regrade improperly sorted tobacco, they are reluctant to buy such piles. The pinhooker is strictly a small-time speculator; he cannot hold or process his purchases, and his success depends entirely upon his ability to profitably make a quick turnover.

The fact that tobacco may be stored only after a redrying process has greatly influenced the technique of transferring the crop from the producers to the manufacturer, and its nature also, strangely enough, has fostered the tenant farming system in the south. Because of inability of the farmer or an unequipped speculator to hold tobacco very long, it must be sold quickly to a specialized buyer. The consequence is that tobacco, alone of our great American crops, has practically no steady demand from the investing public, which forms a measure of stability for cotton, grains and other produce. Substantially, the only people who buy tobacco are the people who process it or professional buyers acting for manufacturers. Attempts to establish future dealings in tobacco have met with failure.

Tobacco likewise is a commodity which a tenant farmer is not tempted to eat, wear, hide or otherwise appropriate to his own uses, and it is quite difficult to sell surreptitiously. It thus became an ideal "tenant crop" from the point of view of the landlord.

Farmers bring their tobacco to market on the sticks on which it was strung when graded and tied into neat "hands." The hands are arranged into piles and officially weighed. When the light is sufficient, sales begin. (It is believed that tobacco cannot be

The Tobacco World

Cigars are the most pleasurable and economical form of smoking.

# BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

First Issue 1929

OCTOBER, 1945

Prepared twice a month

## PHULOFAX (The Retailer's Friend)

### SAYS



When important planning is being done, facts alone will help reach the right decision.

It is vital to our own interests to actually KNOW the things we should know.

'Tis better to say "I don't know but will find out" than to hazard a guess.

All of us are entitled to our "opinions" but when we express an "opinion" let's not try to dress it up as a "fact".

If one does not have definite knowledge about his own bailiwick, how could he analyze the other fellows' territories?

It is just as important to know where to find knowledge as it is to have knowledge.

Someone said that "A little knowledge is a dangerous thing"—but Phil thinks the acquiring of a "little" knowledge usually leads to going after "more" knowledge.

Facts and figures are always available to him who seeks facts and figures.

Look before you Leap—and Know before you Speak.

Phil W. Phulofax  
D. B. I.

Associated with BAYUK CIGARS INC., Philadelphia—Makers of fine cigars since 1897.

LET ME TELL YOU, BOSS, I KNOW I'M RIGHT! I HAVEN'T ANY FACTS OR FIGURES TO PROVE IT BUT I KNOW I'M RIGHT

WELL, I KNOW YOU'RE WRONG BECAUSE I HAVE THE FACTS AND FIGURES RIGHT HERE TO PROVE IT—YET YOU KNOW YOU'RE RIGHT! YOU'RE JUST EXPRESSING AN OPINION. WE CAN'T RUN THIS BUSINESS, AND YOU CAN'T BE A SUCCESS AS A SALESMAN ACTING ON OPINIONS. LEARN THE FACTS!



BOSS, IN MY OPINION MY TERRITORY CAN BE SPLIT. I HAVE CHECKED UP AND I HAVE XXXX DEALERS. I CAN CALL ON THEM AT TOO INFREQUENT INTERVALS TO GET THE BUSINESS WE SHOULD FROM THAT TERRITORY

YOU'RE RIGHT! AND BECAUSE YOU HAVE THE FACTS AND FIGURES AND DON'T GUESS WE'RE GOING TO SEND YOU OVER TO TAKE CHARGE OF THE BRANCH



Bayuk Brands Build Business—PHILLIES, DE LUXE PHILLIES, BAYUK RIBBON, MAPACUBA, CHARLES THOMSON, PRINCE HAML



**LORILLARD'S POPULAR LEADERS**



*Enjoy a pleasing Cigarette!*

# Old Gold

A superb blend of many choice tobaccos.



Apple "Honey" helps guard O.Gs. from Cigarette Dryness!

*Lorillard Company* America's oldest tobacco merchants—Established 1760

## CANVAS COVERS, ETC.

Canvas covers, tarpaulins; truck, boat, machinery; new highest test, full weight; mildew, waterproof; rust proof grommets set in reinforced patches. All sizes. Immediate shipment. Direct factory prices.

### Industrial Manufacturing Company

Department 94, Milwaukee, Wisconsin.

#### \*Manufactured Tobacco Produced by Classes

(As reported by the Bureau of Internal Revenue based on manufacturers' returns of production)

Month of July			
Product	1945	Increase or Decrease Quantity	Per Cent.
Plug	5,019,181	+ 336,309	7.18
Twist	523,208	+ 42,731	8.89
Fine-cut Chewing	300,903	+ 12,552	4.35
Scrap Chewing	4,094,374	+ 92,883	2.22
Smoking	13,185,155	+ 3,093,091	30.65
Snuff	3,153,392	+ 31,322	1.00
Total	26,276,213	+ 3,423,122	14.98
Seven Months Ending July 31st			
Product	1945	Increase or Decrease Quantity	Per Cent.
Plug	35,344,612	+ 97,667	.28
Twist	4,039,629	+ 356,223	9.67
Fine-cut Chewing	2,297,539	+ 13,913	.60
Scrap Chewing	30,368,394	+ 881,406	2.99
Smoking	100,137,500	+ 32,894,855	48.92
Snuff	26,307,537	+ 1,725,755	7.02
Total	198,495,211	+ 35,746,659	21.96

\* The production figures are in pounds, and are subject to revision until published in the annual report of the Commissioner of Internal Revenue.

accurately judged under artificial light.) Sales proceed at the incredible pace of from 300 to 400 piles an hour. This means that individual transactions may be made at the rate of one each five seconds.

This rapidity, combined with the auctioneer's jargon and the esoteric bidding signs, has led to complaints from farmers, the complaints being most vocative when ruinous prices prevail. They point out that if one strong bidder pauses to take a drink of water, or to hail a passing friend, his inattention might lower the price of one pile by 50 per cent. or more. In recent years, government regulations have cut the rate of sales to a maximum of 300 per hour, but so conditioned is the system to rapid sales that sometimes auctioneers sell their hourly quota ahead of time, and the line has to halt to "catch up with the gov'ment."

The line, moving steadily along, is trailed by clerks who mark upon the weight tags the price bid and the name of the buyer. Then, and usually only then, does the farmer know how his pile has fared. After surveying the card, he can "turn the ticket"; i. e., turn it face down, half-tear or otherwise mutilate it, as a symbol of rejection. He can sell the same pile at a later auction without additional fees.

The system fulfills its economic function when employees of the buyers move in, wheel out the baskets of tobacco, and take them to the redrying plants, where seasonal workers stem, clean and moisture-condition it for packing in hogsheads, where it ferments for two, three or more years before being used.

In bad times, this system is a subject of controversy. Farmers in such years particularly dislike the "circuit-rider," who represents manufacturers, and who travels from market to market to instruct their buyers. Visits of "circuit-riders" may be followed by violent fluctuations in prices, and, if the fluctuations are downward, then the circuit rider is damned.

Tobacco's acute responsiveness to climate, altitude, and specialized cultivation makes the auction system economical. The crop matures in neat chronological order, starting in Florida and proceeding north to Connecticut, where cigar types are grown.

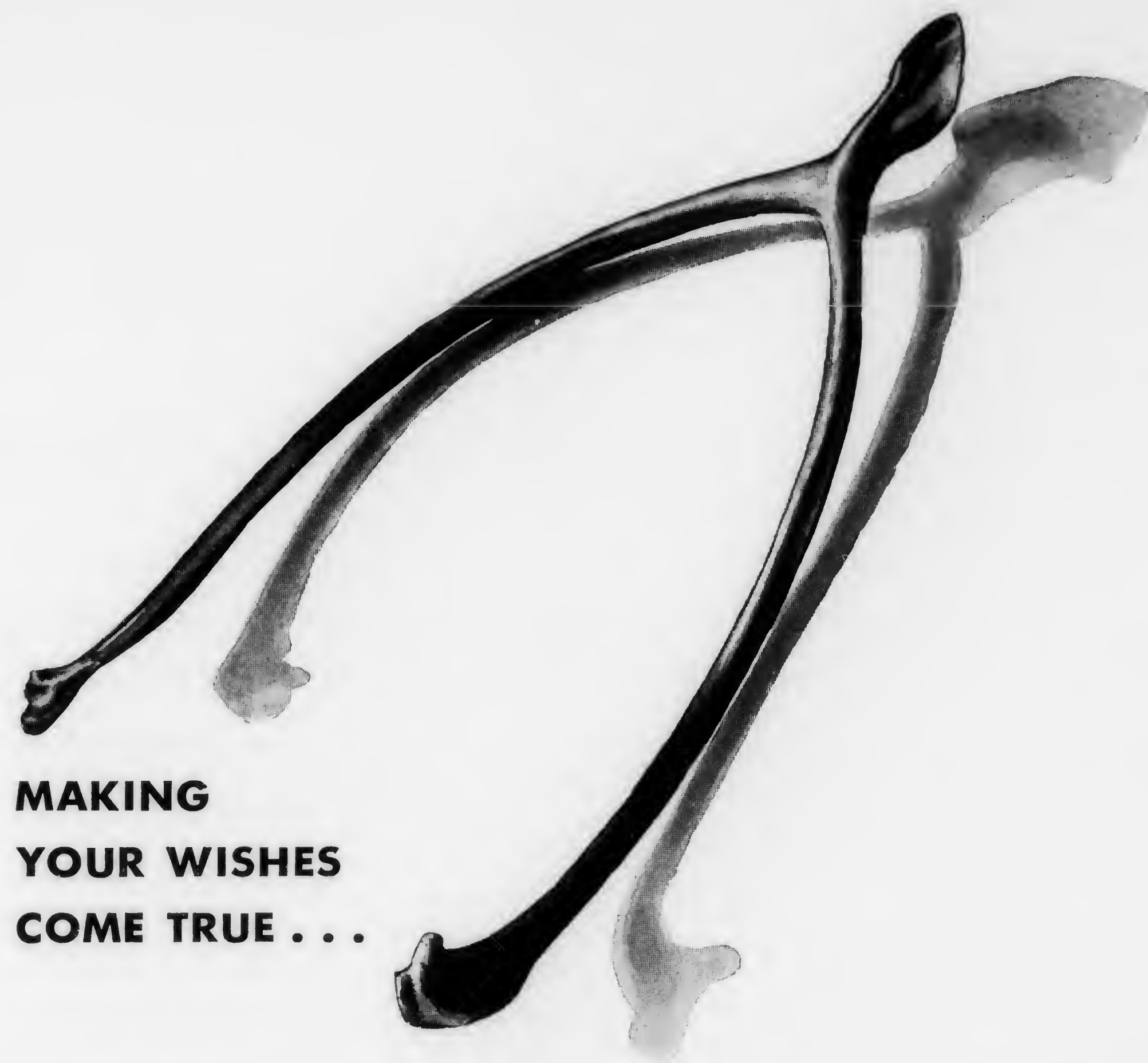
The buying crews thus can move northward from Georgia in July, cleaning up South Carolina in a couple or so weeks then buying up the Border Belt and opening the New Bright Belt markets of eastern Carolina. Then they wheel westward to the upland Middle Belt, thence to the Old Belt of Piedmont North Carolina and Virginia, and finally climb the slopes to penetrate the burley belts of Tennessee and Kentucky.

## GRIFFIN ELECTED VICE-PRESIDENT

"The board of directors of the New York Automatic Canteen Corporation, 314 East 23d Street, N. Y. C., has elected C. Field Griffin vice-president of the company," it was announced by John T. Collins, president.

"The rate of development of automatic vending machines will be faster during the next five years than it was in the last twenty," said Mr. Griffin. "Before the war, the machines were limited in price and size of the article to be sold—gum, candy, beverages, tobacco, etc.—but during the post-war period, it may also be possible for the vending machines to be operated with dollar bills and with an electric eye for the distribution of higher priced articles."

The Tobacco World



## MAKING YOUR WISHES COME TRUE . . .

One wish has been fulfilled. Won by 3½ years of deadly struggle. With God's help, we have prevailed.

Now we have a chance to make another wish come true. For most of us, the outlook is a bright one. If we will simply use the brains, the will, the energy, the enterprise . . . the materials and resources . . . with which we won our war, we can't fail

to win the peace and to make this the richest, happiest land the world has known.

Your wishes have been wrapped in that bright outlook. Your wish for a cottage by a lake. For your boy's college education. For a trip you long to take. For a "cushion" against emergencies and unforeseen needs.

You can make those wishes come

true by buying bonds today . . . buying them regularly . . . and holding on to them in spite of all temptation.

There's no safer, surer investment in the world. You can count on getting back \$4 for every \$3 you put in—as surely as you can count on being a day older tomorrow.

So why not be patriotic and smart at the same time?

## FULFILL YOUR WISH—BUY EXTRA BONDS IN THE GREAT VICTORY LOAN!

This is an official U. S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council

October, 1945



## THE BIG TWO OF THE CANDY BAR WORLD



**SCHUTTER CANDY COMPANY, CHICAGO**  
Factory: Chicago, Illinois . . . General Offices: St. Louis 3, Mo.

### STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933.

OF THE TOBACCO WORLD, Published Monthly at Philadelphia, Penna., for October, 1944.  
State of Pennsylvania, } ss.  
County of Philadelphia, }

Before me, a Notary Public in and for the State and County aforesaid, personally appeared B. S. Phillips, who, having been duly sworn according to law, deposes and says that she is the business manager of THE TOBACCO WORLD, and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of publisher, editor, managing editor, and business manager are:  
Publisher—The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.  
Editor—Hobart B. Hankins, 236 Chestnut Street, Philadelphia, Pa.  
Managing Editor—None.  
Business Manager—B. S. Phillips, 236 Chestnut Street, Philadelphia, Pa.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)  
The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.  
Hobart B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.)  
None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is . . . . . (This information is required from daily publications only.)

B. S. PHILLIPS,  
Business Manager.

Sworn to and subscribed before me this  
19th day of September, 1945.  
ELSIE S. WRIGHT,  
(Seal) Notary Public.  
My commission expires January 5, 1947.

### AVERAGE COST 9.62 CENTS

The Cigar Institute of America tossed an atomic bomb of its own into the popular misconception that high priced cigars were the only ones available last year. Basing its analysis on the Bureau of Internal Revenue report for the fiscal year 1944-45, the CIA report shows that only one out of thirty-five, or more exactly 2.88 per cent., of the cigars sold in the United States cost the customer over twenty cents.

Statistically, here is what the rest of the record looks like. The average price of cigars sold in this country last year was 9.62 cents. Strange as this figure may seem, this average would drop considerably if the cigar-smoking statistics for 12,000,000 GI's were included in the analysis, the CIA report points out.

On the production side of the picture, the industry was able to maintain home-front supplies at a slightly improved level, despite a tight manpower situation. Sales in all price ranges totaled 4,893,343,377 as against 4,878,906,940 in the 1943-44 period.

More than one billion cigars were supplied during the 1944-45 fiscal year to the armed forces by the cigar industry. Overseas shipments were at the rate of 59 million per month, while deliveries for domestic military installations were at the rate of 32 million per month.

GI Joe had first call on price and quality specifications. The vast majority of the cigars for the Army and Navy were drawn from stocks in the five-cent to three for fifty cent price range. This in substantial part accounted for the ever-present shortage of lower priced cigars in the civilian market.

Only four out of every 100 cigars purchased through civilian outlets cost between fifteen cents and twenty cents.

On the other hand, eighty-three out of every 100 cigars smoked cost the customer between four cents and fifteen cents, and there were more than four billion such smokes available to the cigar counter patron last year.

The CIA report tabulates the price range and production percentages in the following way:

8.1 cents to 15 cents . . . . .	35.13%
6.1 cents to 8 cents . . . . .	22.56%
4.1 cents to 6 cents . . . . .	25.72%

The trade at four cents and under was supplied, too, with 9.56 per cent. of the production, or more than three times the number in the bracket over twenty cents.

Thus the figures clearly demonstrate that while the shortage was intensified by a continuing loss of manufacturing personnel and by sizable allocation to the armed forces, there has developed an undeniable demand by American men for good cigars at fair prices.

### PRICHARD A B&W DIRECTOR

T. V. Hartnett, president of Brown & Williamson Tobacco Corporation, announced that at a meeting of the board of directors, held September 4th, Alvin L. Prichard was elected a director of the corporation. Mr. Prichard has for a number of years been secretary of the corporation and was appointed director of labor relations and personnel upon his recent return from four years of active duty with the armed forces.

The Tobacco World

## 84 YEARS OF "KNOW-HOW"

# Make KING EDWARD

*America's Most Popular Cigar*

**JNO. H. SWISHER & SON, INC.**  
*Cigar Manufacturers*  
**JACKSONVILLE, FLORIDA**



### RTDA NEWSLETTER

By ERIC CALAMIA

**S**MOKING Tobaccos—The Office of Price Administration has issued a regulation allowing the manufacturers of smoking tobacco an increase in their list prices, which the retailer will be permitted to pass on to the consumer. This became effective on September 18th. Until you receive merchandise at the new price from your supplier, you are not permitted to change your present retail prices, for it is quite possible that some manufacturers may not take advantage of this increase. You may be assured that where the manufacturers' prices increase your retail prices can be adjusted accordingly.

**Surplus Tobacco Products**—I recently discussed with the General Products Division of the Office of Surplus Property in Washington, their policy with respect to the disposal of surplus tobacco products. Our contacts with the above office have been for the purpose of preventing Army-Navy stores disposing of our merchandise at cut-rate prices. We are making every effort to have tobacco products and consumer articles, such as pipes, pouches, returned to their manufacturers for distribution through regularly established channels. It is most important that you bear in mind that at present this is a theoretical problem so far as our industry is concerned, for we know of no surplus of cigars, cigarettes or tobaccos.

**Matches**—You may recall that on numerous occasions we have attempted to secure permission from

OPA for the retailer to discontinue the practice of giving away gratis matches. This service was particularly costly to the retail tobacco dealer during times of merchandise scarcities. You must still continue to supply your customer with matches, for OPA's policy in this respect has not changed. If you attempted to discontinue gratis matches you would be violating an OPA regulation.

However, many retail dealers have found that by having book matches prominently displayed on their counters with a price ticket, many customers who would normally request free matches, willingly pick up and pay for those so displayed. We offer this as a suggestion. It might surprise you to find out how many matches you can sell by making them readily available.

**Fair Trade**—Very shortly this national office will be in a position to publicize the names of a Fair Trade Committee composed of outstanding and forward-thinking tobacco retailers in every section of the country. This committee will actively function for the retailers of our industry as the standard bearer of Fair Trade.

You have in your hands at present the only satisfactory legal answer to insure a profit in your business—the Fair Trade Laws of the country. We ask you to be prepared to lend your active assistance to your Fair Trade Committee. It is our earnest endeavor to see that the practice of loss-leadering tobacco products is killed before it once again gets a firm grip on our industry. The outlook was never brighter!!

October, 1945

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TIGHT BINDING



## END PRICE CONTROL ON LEAF!

**T**HE General Cigar Co., prominent cigar manufacturing firm and large buyer of cigar leaf tobacco, has launched a movement for the ending of price control on cigar leaf tobacco in an open letter to the Office of Price Administration which appeared in local newspapers. It urged leaf tobacco growers and others interested in having price control removed from cigar leaf tobacco to write to their Senators and Congressmen asking for immediate action.

The announcement, signed by Ben G. Meyer, president of the General Cigar Co., quoted the executive order issued by President Truman on August 18, 1945, directing that war agencies remove as rapidly as possible all controls which would not endanger the stability of the economy.

The General Cigar Co. statement asserted that price control now existing on cigar leaf tobacco should cease; that the commodity should be bought at a price based upon supply and demand without restrictions and that it should be bought on the merits of the quality and the handling of the individual crop; that the grower should have the uncontrolled right to grow as much or as little as he chooses.

The open letter also proclaimed that the grower should be unconditionally free to sell his crop in the bundle, or pack it in cases, according to his judgment; that the grower should have the unqualified right to use any available facilities he selects to pack his crop, and if he does so, he should be completely free to sell it to whomever he chooses, irrespective of whether the buyer was or was not the owner of the facilities that were used to pack his crop.

## GI JOE AND CIGARS

**S**HIVERING GI Joes idle in the moonlit desert listening to the music of Harry James. Then Axis Sally cuts in, singing the sultry "Lili Marlene," and suggests that the boys give up and dance with pretty German girls. One GI gazing at Ernie Pyle (Burgess Meredith) inquires: "Pop, why wasn't you born a beautiful dame?"

At dawn the roar of motors fills the air as trucks, jeeps, and armored cars, taking on loads of men and artillery, prepare to head across the desert toward the distant hills. A pooch, named Ayrab, is indulgently overlooked by efficient Lieutenant Walker (Bob Mitcham). At nightfall the truck arrives within sounding distance of the war ahead. A stuka attacks, killing Ayrab's master. Lieutenant Walker observes to Pyle that for newcomers the first dead is always the worst.

At dawn the men slog through the mud and rain up the incline. The artillery fire sounds closer and closer. The outlander war correspondent by this time has shown that he is one of the boys and is accepted.

Then to Italy . . . The mail ceremonies—the hardboiled sergeant who softens as he receives a recording of his baby's voice . . . but where to play it? GI's advance on San Vittorino. Tanks, shells, and men are at work. Smoke, powder, and bullets clear away to reveal rubble. And Ernie is in the thick of it.

Snipers in the village church take their toll. And they are cleared. A devout GI stops to worship, and

other settles down to some personal business with Amelia, and the hardboiled sergeant finds a battered phonograph which he hopes to repair. A GI marries a Red Cross nurse to whom he had been engaged in the United States. Ernie gives the bride away.

There is more marching, more fighting, and more tragedies. The bridegroom is killed. There is more rain, mud, and endless patrols.

It is Christmas, now, and GI Joes listen to radio programs from home. Walker, now a captain, thunders into the quartermaster's office, Ernie at his side, to demand turkey for his men. He gets it!

As elated as two war-weary men can be, the captain and the correspondent return to the wrecked hut which is the company's hideout. Walker presents the big tin of turkey. The men demolish the container and literally tear the bird apart.

Relaxed against shell-torn walls, hunched up on piles of rubble, Ernie's companions are nibbling turkey and dreaming of Christmas at home when he rises quietly, reaches inside his jacket, and announces:

"Fellows, I found a little surprise for you. One cigar apiece!"

Then comes a brief period when the smoke of battle is forgotten in the curling smoke from the handful of perfectos.

The hardboiled sergeant later shows signs of battle fatigue. Perhaps the sound of Junior's voice will restore his balance. He fumbles hopelessly at the battered phonograph. To his amazement, there emerges from it the most beautiful sound he has ever heard—the sound of his baby's voice.

On the road to Rome, Ernie talks with a group of the battle-worn. They silently watch the approach of a line of mules bearing bodies of the dead. There is a particular sense of gloom and despair as the final mule is led in bearing its tragic burden—Captain Walker.

A GI gently straightens the captain's collar and uniform. This breaks Pyle completely as he steals away.

And so the march to Rome continues.

When we last see Ernie, he is trudging along the road with his GI companions, one of the boys—and as battle-scarred.

## INCREASE IN FLUE-CURED ALLOCATIONS

**T**HE U. S. Department of Agriculture has increased allocations of 1945 crop flue-cured tobacco in view of increases in the production estimates reflected in the general crop report released September 10th. This latest crop report indicates a 1945 production of 1,174 million pounds of flue-cured tobacco—as compared with the August 10th estimate of 1,134 million pounds.

Allocations to manufacturers and dealers will be increased by approximately 40 million pounds through Amendment No. 2 to War Food Order 4.10. This amendment provides that manufacturers may acquire flue-cured tobacco up to 105.5 per cent. of the quantity (including scrap), used by them for manufacturing purposes from July 1, 1944, through June 30, 1945. Manufacturers' allocations for purchase at auction and from dealers are fixed in the same proportion of total purchases as were similarly acquired from the crops of 1939 through 1942.

The Tobacco World



When they step up to your counter, be sure they—

# Make a date with MODEL

Smells better in the pouch—  
Smokes better in your pipe

United States Tobacco Company

New York • Chicago • Nashville • Richmond • San Francisco

## CIGARETTES FOR PROPAGANDA

**H**OW cigarettes were used as a propaganda medium by the U. S. is described in a "New It Can Be Told" film short currently being released nationally by Pathe. Arthur Hale describes with graphic illustrations how and why small packages of cigarettes appeared mysteriously in the Philippines during the dark days of Japanese occupation to electrify the native population and to infuriate the Japs.

On the package was the message, "I Shall Return," and the signature, Douglas MacArthur, Commander-in-Chief, Southwest Pacific Theatre.

The picture reveals the story of an idea that originated with the Office of War Information. Arrangements were made with the manufacturers of Chelsea cigarettes to package the product and keep the manufacture a secret.

Larus & Brother Company, Inc., of Richmond, Virginia, manufacturers of Chelseas, furnished the FBI with a list of employees assigned to the project and a wing of the factory was set aside for the project. Millions of cigarettes were dropped or landed secretly before MacArthur arrived himself to fulfill the hope which the tiny packages had given the loyal Filipinos.

## DUNHILL RE-ELECTS MAJOR OGDEN

Arthur Mainzer, president of Alfred Dunhill of London, Inc., and Mary Dunhill, Inc., announces the re-election of Major Stephen Ogden as executive vice-president of both companies.

During Major Ogden's three years in the Army Air Corps he was executive officer of a heavy bombardment squadron located in Italy for eighteen months, during which period he was awarded the Bronze Star Medal, Presidential Unit Citation Badge with Oak Leaf Cluster and European Theatre Ribbon with eleven campaign stars.

## CIGAR ORGANIZATIONS TO MEET

Cigar Manufacturers Association of America and the Cigar Institute of America will hold their annual meetings October 16th at the Waldorf-Astoria, New York. Meeting of the Institute will be held in the afternoon, and there will be a joint dinner of both groups at 7 P. M. Following the dinner the Cigar Manufacturers Association will convene for its meeting and the election of directors for the ensuing year. Further details will be announced shortly.

## SPRUCE LUMBER

for CIGAR BOXES

It's Brighter - for the Eye

It's Lighter - for Shipping

It's Better - for the Cigars

SPECIFY SPRUCE

Uptegrove Lumber Co.

Cigar Box Lumber for 72 years

15 Washington St.

Newark, N. J.

Established 1886

"BEST OF THE BEST"

VERY OPTIMO MILD  
CIGARS

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

# AUTOKRAFT CIGAR BOXES

Boite Nature  
Cedar Chests

Novelty  
Wrapped

Are Outstanding In  
Quality-Design-Cost

AUTOKRAFT BOX CORP.

Lima, Ohio  
Chicago, Ill.  
Detroit, Mich.

Hellam, Pa.

Hanover, Pa.  
Philadelphia, Pa.  
Wheeling, W. Va.

October, 1945

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## Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

### Schedule of Rates for Trade-Mark Services Effective April 1, 1916

Registration,	(see Note A),	\$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of \$2 will be made to members of the Tobacco Merchants Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar (\$1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars (\$2.00) will be made and so an additional charge of One Dollar (\$1.00) will be made for every ten (10) additional titles necessarily reported.

### TRANSFERRED REGISTRATIONS

**DASETTA:—30,459** (Tobacco World). For cigars. Registered on October 2, 1914, by Kaufman, Pasbach & Voice, New York, N. Y. Transferred to Great Southern Co., Tampa, Fla., on August 21, 1945, by Consolidated Litho. Corp., Brooklyn, N. Y., as successors to the original registrant.

**KEATS:—191,223** (U. S. Patent Office). For cigars. Registered on November 4, 1924, by The Mazer-Cressman Cigar Co., Philadelphia, Pa. Through mesne transfers acquired by Consolidated Litho. Corp., Brooklyn, N. Y. Re-transferred to Great Southern Co., Tampa, Fla., on August 21, 1945.

**AK-SAR-BEN:—25,479** (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered on April 19, 1902, by San Telmo Cigar Mfg. Co., Detroit, Mich. Acquired by Beselin, Omaha, Neb., on August 21, 1945.

### REGISTRATION

**SUNITS SOOTY:—47,092** (Tobacco Merchants Association of the U. S.). For cigars and all tobacco products. Registered on August 27, 1945, by Harry L. Roby, Tampa, Fla.

### Internal Revenue Collections for August

Source of Revenue	1945	1944
Cigars, including floor tax	\$ 3,216,392.80	\$ 2,984,926.79
Cigarettes, including floor taxes	99,733,632.71	78,089,004.17
Snuff	679,027.95	598,517.92
Tobacco, chewing and smoking	4,523,962.78	4,257,090.19
Cigarette papers, tubes and leaf dealer penalties	318,608.75	92,663.76

### \*Manufactured Tobacco Produced by Classes

(As reported by the Bureau of Internal Revenue based on manufacturers' returns of production)

Product	1945	Increase or Decrease	Quantity	Per Cent.
Plug	5,059,509	—	346,067	6.40
Twist	605,435	+	74,799	14.10
Fine-cut Chewing	332,676	—	38,045	10.26
Scrap Chewing	4,311,156	—	196,396	4.36
Smoking	14,819,595	+	4,984,862	50.69
Snuff	3,400,291	+	201,682	6.31
Total	28,528,662	+	4,680,835	19.63

### Six Months Ending June 30th

Product	1945	Increase or Decrease	Quantity	Per Cent.
Plug	30,325,431	—	433,976	1.41
Twist	3,516,421	+	313,492	9.79
Fine-cut Chewing	1,996,636	—	26,465	1.31
Scrap Chewing	26,274,020	—	974,289	3.85
Smoking	86,952,345	+	29,801,764	52.15
Snuff	23,154,145	+	1,694,433	7.90
Total	172,218,998	+	32,323,537	23.11

\*The production figures are in pounds, and are subject to revision until published in the annual report of the Commissioner of Internal Revenue.

### CAMEL RENEWS "THANKS TO YANKS"

R. J. Reynolds Tobacco Co., through William Esty & Co., Inc., renews "Thanks to the Yanks" for fifty-two weeks on the full CBS network, effective October 1st. Featuring Bob Hawk as quipmaster, show is broadcast Mondays, 7:30-8:00 P. M. Commercials are for Camel cigarettes and/or Prince Albert smoking tobacco.

## TOBACCO TRADE ORGANIZATIONS

### TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. .... President  
WILLIAM BEST, New York, N. Y. .... Chairman Executive Committee  
ASA LEMLEIN, New York, N. Y. .... Treasurer  
CHARLES DUSHKIND, New York, N. Y. .... Counsel and Managing Director  
Headquarters, 341 Madison Ave., New York City

### CIGAR INSTITUTE OF AMERICA

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EVERETT MEYER ..... Vice-President  
HENRY GUNST ..... Treasurer  
SAMUEL BLUMBERG ..... Secretary  
H. W. McHOSE ..... Director  
Headquarters, 185 Madison Ave., New York City

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SEIGFRIED F. HARTMAN ..... Counsel

### CIGAR MANUFACTURERS ASSOCIATION OF AMERICA, INC., 200 Fifth Ave., New York, N. Y.

ALVARO M. GARCIA ..... President  
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SAMUEL BLUMBERG ..... General Counsel  
Executive Committee—Alvaro M. Garcia (Ex-Officio), D. Emil Klein, Everett Meyer, Walter Popper, Arthur A. Schwartz and Harry Wurman.

### THE YORK COUNTY CIGAR MANUFACTURERS ASSOCIATION

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ARTHUR McGUIGAN, Red Lion, Pa. .... Vice-President  
RUSSELL S. STINE, Red Lion, Pa. .... Secretary  
A. S. ZIEGLER, Red Lion, Pa. .... Treasurer

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ALEXANDER DAVIS ..... Treasurer  
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### TOBACCO SALESMEN'S ASSOCIATION OF AMERICA, INC.

JACK EDELSTEIN ..... President  
HARRY ABRAMS ..... Treasurer  
LEO RIEDERS, 604 West 162nd Street, New York, N. Y. .... Secretary

### OUR HIGH-GRADE NON-EVAPORATING CIGAR FLAVORS

Make tobacco mellow and smooth in character  
and impart a most palatable flavor

### FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

### CIGAR BOXES

Tel. Algonquin 4-9532 Established 1875



The Tobacco World



*"What does the button say—Daddy?"*



R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

All men and women honorably discharged from the armed services of the United States are entitled to wear this button.



ACTUALLY, SON, it doesn't really say anything. There's no inscription lettered on its face. But in another, larger sense that simple little gilt button in the lapel of your dad's jacket says a world of things.

It says a service well done for our country... for freedom and humanity the whole world over.

It says that America, every American, is proud of the wearer... be it

your dad, or any one of the 13,000,000 men and women who, like him, served in the armed forces.

It says that America will not forget their service—but will strive always to make sure their service was not in vain.

The makers of Camel cigarettes publish this in tribute to the men and women of the armed services, and pledge that as they go on to final victory they have first call on Camels.



The Service First

Army, Navy, Marines, and Coast Guard—wherever they go in their winning of the war, they have first call on Camels!

Camels

NOVEMBER  
1945

# TOBACCO WORLD

U. S. DEPARTMENT OF AGRICULTURE

## CIGARS AND CIGARETTES ADVANCED IN SEPTEMBER

An increase of 7.44 per cent. in September brought the production gain for cigars of all classes up to 2.86 per cent. for the first three quarters of 1945, as compared to the corresponding period last year, according to the report of the Supplement to the Tobacco Barometer of the Tobacco Merchants Association of the United States.

A phenomenal rise of 31.64 per cent. in cigarettes created a nine months' advance of 7.57 per cent.

A comparison of the September figure and the accumulated total in other classifications of tobacco products follows:

Little cigars, a drop of 33.29 per cent. for the month, of 35.71 for the nine months;

Large cigarettes, loss 79.97 per cent., and gain 523.23 per cent.

Snuff, increase 3.75 and 7.02.

Chewing and smoking tobacco, gain 9.49 and 16.75.

ESTABLISHED  
1881



## Lucky Strike Means Fine Tobacco...



"Boy, That's Tobacco!" Painted from life in the tobacco country by James Chapin.

**YES! Lucky Strike  
Means Fine Tobacco!**

**So Round, So Firm, So Fully Packed—  
So Free and Easy on the Draw...**



Copyright 1944, The American Tobacco Company

HOBART B. HANKINS—Editor

Business Manager—B. S. PHILLIPS

# THE TOBACCO WORLD

Vol. 65

NOVEMBER 1945

No. 11

**A**N "Oscar of Industry," top honor citation, went to Bayuk Cigars, Inc., for the "best annual report of the tobacco industry" as determined by an independent board of judges. It was received for the company by A. Jos. Newman, president of Bayuk Cigars, Inc., at the annual awards dinner held October 2d at the Waldorf-Astoria, New York City. The board of judges studied the annual stockholders' reports of many companies in fifty industries throughout the United States, basing their final judgments, first, on completeness of the financial information supplied to stockholders, and, secondly, on the attractiveness, clearness and general makeup of the report. Members of the independent board of experts were Dr. Lewis Haney, professor of economics, New York University School of Finance, chairman; Norman Bel Geddes, industrial designer; C. Norman Stabler, financial editor, New York Herald Tribune; Sylvia F. Porter, financial editor, New York Post, and Glem Griswold, editor, Public Relations News and Planning. Presentation of the awards was made by Weston Smith, director, Annual Survey of Annual Reports, and vice-president and business editor of the Financial World. The citation of Bayuk was one of three tributes paid to tobacco companies during the month by institutions outside the industry.

**R**AMESES cigarette was the second tobacco product to be honored. On the market since 1895, Rameses won a golden certificate at a dinner held by the Brand Names Research Foundation, Inc., for fifty years of service to the public. Recipient of the award, on behalf of the brand, was Howard A. Medholdt, of the Aitkin-Kynett Co., advertising agency for Stephano Bros., manufacturers of Rameses. The presentation ceremonies were held at a dinner meeting in the Bellevue-Stratford, Philadelphia. Graham Patterson, publisher of the Farm Journal and the Pathfinder magazines, was chairman.

**T**O Robert C. Carden, Jr., vice-president of Larus & Bro. Co., Richmond, Va., went a certificate of merit from Edward Fox, business manager of the Quartermaster's Assn., for outstanding contributions to the war effort through the association. The award was made on behalf of Brigadier-General R. H. Jurdan. The Quartermaster's Assn. is composed of 30,000 U. S. Army officers throughout the country, and its headquarters is Camp Lee, Va.

**A** COLLECTOR of pipes, Edward T. Fredrich, of Seattle, Wash., is among the subjects included by Universal in a new feature titled "Pottery Poets." Mr. Fredrich has been collecting pipes for thirty years and he has 347 of his outstanding specimens displayed in his office. From Meerschaums to modern briars, they are the finest examples of the pipemaker's art. His collection of Meerschaums is said to be unsurpassed. One pipe of briar, carved in the shape of a bull's head, is complete even to the horns. The bowl of an old French briar is in the shape of the head of John Paul Jones, the Nation's first naval hero. An automobile pipe, complete to the wheels, is a bit impractical, as is a cigar holder with an equine motif, made for an eccentric horse lover. An Australian Meerschaum displays the coquettish head of a soldier's girl friend, including a monocle. An Italian piece, almost a hundred years old, has a dog's head whose upper jaw lifts up to reveal the bowl. Lovelorn swains of long ago could find solace in Lady Nicotine with a Cupid cigar holder. Another specimen is a mother and child Meerschaum more than a century old, with a removable part for use as a cigar holder. Memories of the cigarette shortage are evoked in the ladies' pipes in the collection, but the evidence is that the fair set had taken up a fad which they didn't care for much. "Pottery Poets" will soon be released in movie theatres all over the country.

**P**RODUCTION of tobacco is indicated at 2,037 million pounds, a new high record. This compares with last year's record of 1,950 million pounds and is almost 2 per cent. higher than was forecast last month. Warm weather and good growing conditions in most of September favored the late tobacco that was not harvested. Changes were moderate but small increases were general in all principal classes. Most of the increase since last month took place in flue-cured tobacco, which is estimated at 1,201 million pounds. This is about 2 per cent. above the September 1st forecast and about 2½ per cent. above the all-time high record of 1939, when 1,171 million pounds were produced. A burley crop of 576 million pounds is estimated for 1945. This is 1 per cent. higher than was indicated a month ago and compares with 592 million pounds, the all-time record established in 1944. Indicated production of fire-cured tobacco at 58.7 million pounds was little changed from last month. Dark air-cured showed a light increase. Cigar type tobaccos showed 2 per cent. increase over the forecast of September 1st. Fillers were up 1 per cent., binders 4, and wrappers 2 per cent.

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# September Report of Tobacco Products

Product	Month of September		Increase or Decrease		
	1945	1944	Quantity	Per Cent.	
Cigars:					
Class A—					
United States .....	3,962,328	14,527,132	—	10,564,804	72.72
Puerto Rico .....	400,000	500,000	—	100,000	....
Total .....	4,362,328	15,027,132	—	10,664,804	70.97
Class B—					
United States .....	36,986,583	22,654,653	+	14,331,930	63.26
Puerto Rico .....	415,000	211,050	+	203,950	....
Total .....	37,401,583	22,865,703	+	14,535,880	63.57
Class C—					
United States .....	79,467,448	160,979,727	—	81,512,279	50.64
Puerto Rico .....	2,478,250	3,657,850	—	1,179,600	....
Total .....	81,945,698	164,637,577	—	82,691,879	50.23
Class D—					
United States .....	134,527,337	22,402,500	+	112,124,837	500.50
Puerto Rico .....	2,144,350	1,137,050	+	1,007,300	....
Total .....	136,671,687	23,539,550	+	113,132,137	480.60
Class E—					
United States .....	138,978,378	150,601,487	—	11,623,109	7.72
Puerto Rico .....	1,283,325	1,922,750	—	639,425	....
Total .....	140,261,703	152,524,237	—	12,262,534	8.04
Class F—					
United States .....	15,796,339	16,082,743	—	286,404	1.78
Puerto Rico .....	650	85,050	—	84,400	....
Total .....	15,796,989	16,167,793	—	370,804	2.29
Class G—					
United States .....	10,904,212	4,244,006	+	6,660,206	156.93
Puerto Rico .....	175	41,000	—	40,825	....
Total .....	10,904,387	4,285,006	+	6,619,381	154.48
Total All Classes:					
United States .....	420,622,625	391,492,248	+	29,130,377	7.44
Puerto Rico .....	6,721,750	7,554,750	—	833,000	....
Grand Total .....	427,344,375	399,046,998	+	28,297,377	7.09
Little Cigars:					
All United States .....	7,000,933	10,495,120	—	3,494,187	33.29
Cigarettes:					
United States .....	26,359,742,925	20,021,313,617	+	6,338,429,308	31.66
Puerto Rico .....	260	3,080,000	—	3,079,740	....
Total .....	26,359,743,185	20,024,393,617	+	6,335,349,568	31.64
Large Cigarettes:					
United States .....	542,600	2,709,500	—	2,166,900	79.97
Puerto Rico .....	.....	.....	—	.....	....
Total .....	542,600	2,709,500	—	2,166,900	79.97
Snuff (lbs.):					
All United States .....	3,379,227	3,257,068	+	122,159	3.75
Tobacco (Chewing and Smoking) lbs.:					
All United States .....	24,173,350	22,078,075	+	2,095,275	9.49

\* Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale." It is also to be noted that the monthly figures are subject to revision until published in the annual report of the Commissioner.

# 9 Months Report of Tobacco Products

Product	1st Nine Months		Increase or Decrease		
	Cal. Yr. 1945	Cal. Yr. 1944	Quantity	Per Cent.	
Cigars:					
Class A—					
United States .....	36,310,108	157,604,780	—	121,294,672	76.96
Puerto Rico .....	700,132	3,601,300	—	2,901,168	....
Total .....	37,010,240	161,206,080	—	124,195,840	77.04
Class B—					
United States .....	319,144,059	198,723,008	+	120,421,051	60.60
Puerto Rico .....	3,187,950	742,825	+	2,445,125	....
Total .....	322,332,009	199,465,833	+	122,866,176	61.60
Class C—					
United States .....	673,646,717	1,509,716,358	—	836,069,641	55.38
Puerto Rico .....	25,101,950	12,038,995	+	13,062,955	....
Total .....	698,748,667	1,521,755,353	—	823,006,686	54.08
Class D—					
United States .....	1,176,545,253	192,800,477	+	983,744,776	510.24
Puerto Rico .....	22,050,250	2,787,050	+	19,263,200	....
Total .....	1,198,595,503	195,587,527	+	1,003,007,976	512.82
Class E—					
United States .....	1,126,906,314	1,262,314,578	—	135,408,264	10.73
Puerto Rico .....	21,763,196	7,935,500	+	13,827,696	....
Total .....	1,148,669,510	1,270,250,078	—	121,580,568	9.57
Class F—					
United States .....	135,736,898	131,724,548	+	4,012,350	3.05
Puerto Rico .....	1,437,280	391,600	+	1,045,680	....
Total .....	137,174,178	132,116,148	+	5,058,030	3.83
Class G—					
United States .....	114,732,462	30,674,391	+	84,058,071	274.03
Puerto Rico .....	74,142	52,150	+	21,992	....
Total .....	114,806,604	30,726,541	+	84,080,063	273.64
Total All Classes:					
United States .....	3,583,021,811	3,483,558,140	+	99,463,671	2.86
Puerto Rico .....	74,314,900	27,549,420	+	46,765,480	....
Grand Total .....	3,657,336,711	3,511,107,560	+	146,229,151	4.16
Little Cigars:					
All United States .....	74,018,907	115,141,600	—	41,122,693	35.71
Cigarettes:					
United States .....	194,762,632,176	181,108,864,412	+	13,653,767,764	7.54
Puerto Rico .....	52,565,680	4,583,333	+	47,982,347	....
Total .....	194,815,197,856	181,113,447,745	+	13,701,750,111	7.57
Large Cigarettes:					
United States .....	81,796,488	13,124,608	+	68,671,880	523.23
Puerto Rico .....	.....	.....	—	.....	....
Total .....	81,796,488	13,124,608	+	68,671,880	523.23
Snuff (lbs.):					
All United States .....	33,129,429	30,956,125	+	2,173,304	7.02
Tobacco (Chewing and Smoking) lbs.:					
All United States .....	207,016,323	177,322,732	+	29,693,591	16.75

\* Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale." It is also to be noted that the monthly figures are subject to revision until published in the annual report of the Commissioner.



# Program of a Good Trade Association

By EDWARD J. REGENSBURG

President Cigar Manufacturers Association of America

**T**WO months ago, when I became president of the Cigar Manufacturers Association, I did so with a certain amount of misgiving. I accepted this post on condition that I would receive the cooperation of the industry. In return, I would devote a considerable portion of my time to the affairs of the association. Both the agreement on my part and the agreement on the part of the association members have in a large measure been fulfilled. During the short time I have been in office I have received the wholesome support of not only our members but advice and counsel from many non-members, for which I am grateful. But I am not satisfied.

When I took office I said that for this association to be a virile, active and true spokesman of the industry it must be even more representative of the industry. We need added strength; not financial but numerical. A program was outlined with the approval of our board of directors to increase the membership of our association. That plan is now in operation and is already bringing results.

I stated to the board that national offices should be established which would be worthy of the CMA's position in both trade and Governmental circles. Our present offices are too small and not suitably located, not only for my convenience but for the convenience of our members when they are in New York. Now they will have a place where they will feel at home and with proper facilities.

We have rented suitable space, now in the process of alteration, in the Empire State Building. It may cost a few dollars to furnish it in a style to do justice to CMA, but I am sure you will agree that it is a worthwhile investment. These offices should be ready by November 15th.

With a view of establishing suitable national offices we have engaged the services of Mr. Cyrus Pinkham, tonight being his first opportunity to meet this group. Mr. Pinkham will be a sort of liaison between you and the officials of the association, and will assist me in carrying out the business activities of the association.

Certain objectives were outlined which I suggested as administrative necessity for CMA. These objectives group themselves into certain fundamental categories.

We should lend our efforts to the establishment, through proper Governmental agencies, of better trade relations with Cuba. This will result in more mutually profitable commerce. Basic in this respect will be a continuation of our efforts for the removal or enlargement of the restrictive quota now present in the Cuban trade agreement. As evidence of Cuba's cordial attitude toward our association is the presence here tonight of our distinguished friend, Dr. Philippe Pazos, of Cuban Embassy.

Today newspapers carry news items reflecting the efforts of certain groups to reduce the burden of war-time taxation. The most burdensome of all, so far as our industry is concerned, is the excise tax. Everyone must agree that the cigar industry, in proportion to its size, carries more than its share. This association will

make every possible effort to get tax relief, something we are entitled to.

Our members rely on our statistical and informative bulletins for information and guidance in their many problems. This service will be enlarged. One of the most valuable functions of a trade association is its ability to obtain information from its members, to translate this information into a composite picture so that the industry is then able to use it to its advantage. We have from time to time sent questionnaires to our members. In the main our members have responded and supplied the information requested. We are about to conduct a new survey which will be of extreme advantage in connection with problems of reconversion—particularly the tax problem.

I should like to impress the worthlessness of inaccurate information, and the worth of accurate information. When you receive your questionnaire, answer it. Your answer will benefit you, because you can be helped only if we can present the facts from an industry-wide standpoint.

There are certain specific problems which our industry must face during the coming year. As a measure of preparedness, specific committees should be set up to study these problems and report their findings to our Board of Directors who then can take whatever action necessary.

A committee will be appointed to meet with our statistician, Mr. Paul Roth. This committee will determine whether it will be profitable to enlarge the statistical functions of the Association.

Now we come to an even more vital phase of Association activity. That is the preparedness of our industry to keep pace in the postwar era. The development of a uniform system of cost accounting, uniform inventory controls, compilations and issuance of statistics on distribution, labor, materials, and issuance of charts and other graphic presentations must be begun. This will enable your representatives to present the true and vital facts whenever and wherever required.

I should like to see the Association develop a field service, providing for contacts not only through Washington, but to and through the various cigar manufacturing centers of the United States.

It would be well to consider the advisability of adopting arbitration machinery for determining controversies in which the industry, or members of the industry or trade are concerned.

May I digress for a moment to discuss a problem that now concerns a substantial part of the industry. Certainly that segment of the industry engaged in the manufacture of hand-made cigars. During the war, the manufacturers of molds stopped making them and they are not going back into this business. There are firms which have in their warehouses or stockrooms, hundreds, perhaps thousands, of molds which are no longer in use. Certainly concern "A" should have no reluctance to sell these idle molds to concern "B," and vice versa.

(Continued on Page 14)

The Tobacco World



"Nothing fits except the Camels"

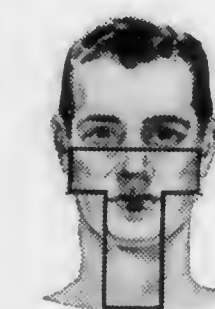
R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

**W**onderful feeling, isn't it, Soldier? You slip out of that G.I. shirt—well, anyway I washed it in the Rhine. You give those heavy boots a meaningful toss into the corner—when I think of the miles, and the mud... And then you reach for that soft white shirt, those comfortable slacks—I never thought I'd see the day! You're home again, Soldier!

You may find those old "civvies" don't quite fit... may find many things a little different... but this you can be sure of: The Camels you get here at home will be the same cigarette of costlier tobaccos you knew so well over there. War or Peace, Camels are still Camels. And with Camels, it's still the service first...until you, all of you, are back again.



This button signifies that the wearer has been honorably discharged from the armed services of the United States.



**THE "T-ZONE"**

—Taste and Throat—that's the final proving ground of any cigarette. Only your taste and throat can decide which cigarette tastes best to you... and how it affects your throat. Based on the experience of millions of smokers, we believe that Camels will suit your "T-ZONE" to a "T."

**The Service First—Camels**

Army, Navy, Marines, and Coast Guard—wherever they are, wherever they go, they have first call on Camels.



**THE BIG TWO**  
OF THE CANDY BAR WORLD



**SCHUTTER CANDY COMPANY, CHICAGO**  
Factory: Chicago, Illinois . . . General Offices: St. Louis 3, Mo.

#### CANVAS COVERS, ETC.

Canvas covers, tarpaulins; truck, boat, machinery; new highest test, full weight; mildew, waterproof; rust proof grommets set in reinforced patches. All sizes. Immediate shipment. Direct factory prices.

**Industrial Manufacturing Company**  
Department 94, Milwaukee, Wisconsin.

#### USES MORE U. S. CIGARETTES

Venezuelan consumption of United States cigarettes has shown a steady rise in recent months, because of increased purchasing power resulting from generally improved economic conditions. Cigarette imports from the United States during the first six months of 1945 were the largest on record, amounting to about 119 million pieces. Imports totaled 163 million in 1943 for the full year, and 184 million in 1944.

#### PLAN 1946 FATHER'S DAY

Next Father's Day, June 16th, the first non-war Father's Day in five years, will be observed in a background of active sales stimulation, according to George G. Goldie, national chairman of the Father's Day Council, in his address at the meeting opening the 1946 fund-raising campaign.

#### NEW WHITE OWL CAMPAIGN

**L**ESS than one month after Japan's surrender, a new White Owl advertising campaign made its appearance in the sports section of sixty-five leading and strategic newspapers from coast to coast. This series was conceived with the existing and future White Owl supply situation in mind as well as the current buying mood of the consuming public. It embodies two distinct styles of advertisements, each 300 lines, which will run on an alternating basis for twelve consecutive weeks.

One series features the famous White Owl trademark exactly as it appears on the inside label of the box. Accompanying copy is short and timely. It stresses the fact that there has never been a shortage in White Owl's quality—that, even during the war, quality was not only maintained . . . but actually raised. It also reminds the reader that more men have enjoyed White Owl than any other cigar ever made in the United States.

The second series consists of a photograph of the full White Owl box in quality surroundings. The picture is accompanied by a single statement—"Today's White Owl is the best we've ever made"—and the company signature. It not only reminds smokers of the high standard of quality that has always been associated with White Owls, but drives home an honest statement of fact which has been the exception rather than the rule with many kinds of products, especially cigars, during the war years when the demand greatly exceeded the supply.

#### LARGE CROP IN SOUTH AFRICA

Production of tobacco in the Union of South Africa during the 1945-46 season is expected to reach nearly thirty-five million pounds, or about 20 per cent. larger than the average production of 28.5 million pounds during the crop years 1939-40 through 1943-44. The expected outturn for 1945-46, if attained, will represent the largest since the 1940-41 crop of 38.9 million pounds and will be considerably larger than the relatively small 1944-45 production. The expected larger outturn is attributed to a desire to grow sufficient tobacco to meet the country's increasing consumption requirements and to produce a small surplus for export.

#### BAYUK NET EARNINGS

Bayuk Cigars Incorporated and Wholly Owned Subsidiaries report net earnings for the nine months ending September 30, 1945, of \$994,302.96 equal to \$2.53 per share on common stock against net earnings of \$922,355.92 equal to \$2.35 per share for the same period of 1944.

Provision for 1945 Federal taxes on income has been computed in accordance with the Revenue Act of 1943.

#### JOHN ADRIAN PASSES

John Adrian, fifty-one, special representative of Sylvania Industrial Corporation, died on October 8 at Stamford Hospital, in Stamford, Connecticut, following a short illness. He was a native of Taunton, Mass., and had been with Sylvania Industrial Corporation for many years, on leave for two years during the war to work with the Chemicals Bureau of the War Production Board in Washington.

**"RALEIGH  
has all 3"**

"I'd rather have a Raleigh—because only Raleigh has all three: the throat protection...the better taste...the lasting freshness that add up to smoking perfection!"

Each week your customers are hearing this hard-hitting new "I'd Rather Have a Raleigh" theme on all three of Brown & Williamson's sensationally popular coast-to-coast radio programs. Incidentally, have you noticed how many of your customers would rather have a Raleigh these days? Raleigh sales right now are higher than ever before!



**HILDEGARDE**

In her famous "Raleigh Room" every Tuesday night (NBC), the incomparable Miss H. entertains famous guest stars, sings the popular songs of the day. The show is consistently rated among the most popular programs in all radio!



**"AN EVENING  
WITH ROMBERG"**

SIGMUND ROMBERG, one of America's best-loved composers and conductors, presents a half-hour of delightful music every Wednesday night on NBC.



**"PEOPLE ARE  
FUNNY"**

ART LINKLETTER is the zany master of ceremonies on B & W's hilarious laugh-show. Anything can—and usually does—happen on "People are Funny" every Friday night on NBC.



**LORILLARD'S POPULAR LEADERS**



*Enjoy a pleasing Cigarette!*

# Old Gold

A superb blend of many choice tobaccos.



Apple "Honey" helps guard O.G.s. from Cigarette Dryness!

*Lorillard Company* America's oldest tobacco merchants—Established 1760

## RTDA NEWSLETTER

By ERIC CALAMIA

**T**HE annual meeting of the Cigar Manufacturers' Association held on October 16th, at the Hotel Waldorf-Astoria, presented an excellent opportunity to launch the educational program which this association has adopted for a wider acceptance of Fair Trade. Once again, we stress to you that Fair Trade is the only legal answer to maintaining a decent profit and it is up to each and every one of you to make known your wishes in your individual contacts with the manufacturer. The conditions outlined and the facts contained in the address can be useful to each and every retailer as a guide in presenting his thoughts to the manufacturers, their representatives and salesmen whenever the opportunity for discussing the matter arises. The address follows:

"I want to thank the members of the Cigar Manufacturers' Association for their kind invitation to be present this evening and to address this assemblage. It provides an opportunity for me to express to you, the retailers' point of view on the future of cigar promotion and merchandising.

"These past years of a war-time economy, with their scarcities of merchandise and better consumer purchasing power, have eliminated cut prices on cigars and have proven to the retailer that decent competition permits a profit. We are not willing to return to the cut price condition prevailing prior to the war. Internal Revenue figures show that at the time when cut prices were most generally practiced, cigar consumption consistently dropped year after year to its

lowest ebb. The retail tobacco dealer will have little interest in promoting a product that competition forces him to sell without profit.

"Some of the changes which you have been required to make, represent to my way of thinking definite progress for the industry generally and should be maintained. I refer specifically to Regulation No. 260 which made it mandatory for the manufacturer to stamp on each and every box of cigars the retail price of the cigar. This has had a stabilizing effect on cigar retailing, and should be continued.

"You have in your hands the only legal means of assuring a healthy industry and this is through the use of the Fair Trade Laws now in effect in forty-five States. I have talked Fair Trade to you on every occasion that presented itself, but the time was never more opportune than under today's existing conditions. Previously, when a manufacturer considered signing a Fair Trade contract, it often meant that he would be raising the retail price to the consumer, because a cut price condition existed. He hesitated to give his competitor the opportunity of enjoying a price differential. Today, signing a Fair Trade contract would not mean increasing the price to the consumer, but rather perpetuating present existing uniform prices. You would not be at a competitive disadvantage; you would be protecting the goodwill of your label; and what is even more important, you would be removing the stigma that attaches itself to a product that is cut-rated. We retailers could promote the advertised brands of cigars, secure in the knowledge that we would receive a profit to reward our efforts. We would not be faced with a situation in which persistent cut prices on a particular label compelled us to recommend some other brand to the consumer. Thus, your volume of business will be upheld.

"When all brands offer to the retailer his accustomed historic markup, is it not safe to assume that we will promote quality merchandise which is in the best interest of the manufacturer, the retailer and the consumer?

"True, when Fair Trade was suggested to the manufacturers a number of years ago, the retailers themselves were divided in their thinking. You may be interested to know that today such division of thought does not exist. In my conversations with retailers, both independent and chains, I have been assured that they are heartily in accord with the thought that a profit in the sale of tobacco products must be maintained. They will look to you, the manufacturer, to immediately demonstrate your intention to put into effect a wider acceptance of Fair Trade contracts.

"I leave you with this thought, that the retailers are truly Fair Trade conscious. We are not going to let you sit back and forget the matter of Fair Trade. It is the most important merchandising problem confronting you.

"Fortunately, you do not face the complexities attendant upon conversion from war to peace. Fortunately, you have built up a tremendous potential market for your product through supplying cigars to the armed forces. Yet, in spite of these factors, in spite of the excellent promotional effort on the part of the Cigar Institute, in spite of the plans you may make to increase your national advertising, unless the retailer can look forward to a return for his effort, cigar retailing will become a side line and bit by bit you will find production dwindling again."

The Tobacco World

# ON MILLIONS OF LIPS... KING EDWARD

AMERICA'S MOST POPULAR CIGAR

★ 84 Years of Reputation  
Built Into One Famous  
40 Minute Smoke!



**JNO. H. SWISHER & SON, INC.**  
Cigar Manufacturers  
JACKSONVILLE, FLORIDA

## DRAMATIC PUBLIC RELATIONS

**T**HERE is no more dramatic story in the whole field of public relations activity during the last twenty years than the story of cigars, Albert H. Gregg, president of the Cigar Institute of America, declared at the annual meeting held at the Waldorf-Astoria on October 16th. It was not so many years ago, he said, when the cigar was associated in newspapers with characters such as Al Capone and his counterparts in novels, movies and radio. Today the cigar is a respected symbol of culture and good taste, and this shift of public opinion can be traced to the work of the cigar industry in improving the type of association made with cigars in all channels of publicity.

Harry W. McHose, director of the Cigar Institute, reported on the developments of cigar publicity through the use of the news photo contests, movies, radio, magazines, and general news stories. He explained in detail the type of assistance which the Cigar Institute has given to press photographers in setting up a national association. He pointed out that this type of service to news photographers' associations has contributed to the success of the Cigar Institute's success with the Nation's press. The flood of newspaper pictures of G. I. Joe smoking cigars can be traced to the popularity of the news photo contests among press photographers. Mr. McHose also pointed out that the increasing use of cigar scenes on the covers of magazines can be traced to the cigar consciousness of artists as a result of the work of news photographers.

November, 1945

Mr. McHose said that motion picture executives are eager to receive any information which would show the correct use of a cigar, and to receive suggestions where cigar scenes can enhance the value of a motion picture. He emphasized the fact that motion pictures with good cigar scenes are a definite asset to the industry and are priceless. Movies which are the subject of a tie-up with the cigar industry and which are currently showing throughout the country are: "Nob Hill," "Rhapsody in Blue," "The Great John L.," and "The Story of G. I. Joe." He also announced that the movie "Saratoga Trunk" in which Ingrid Bergman says to Gary Cooper, "A house isn't a house without the scent of a good cigar," is to be released in New York November 22d. National release is scheduled for February 23, 1946. Warner Brothers and the Cigar Institute are both planning to expand their tie-up promotion on this movie.

Mr. McHose also reported on the cooperation between radio and the cigar industry. Cigars are being incorporated into radio programs with national hook-ups with increasing frequency. He also pointed out the necessity for expanding CIA's field work and reported that two of the CIA's former men, now in service, probably would be available soon. He pointed out, however, that CIA's staff during the past year made 354 visits in 136 cities. On these visits not only do CIA's representatives visit distributors and retailers, but also contact the local press, fraternal and civic groups in an effort to enhance the position of cigar men in their community.





## All in favor raise right hands... with wallets

Naturally we want our boys home. The sooner the better.

But how much are we willing to do about it?

Are we willing to pay for bringing them back? If we are, we'll buy extra Bonds in the Victory Loan.

And after these fellows get home—these men who have fought and won the toughest war America has ever known—what then?

We want to take care of the injured ones, of course. We want to see that the young fellows who went off

to fight get a chance to finish their education. We want to see that there are jobs—plenty of decent jobs—for the men who've been doing the world's meanest job at army pay.

How much are we willing to do about that?

If we're really serious about wanting to see that our men get what they

have so richly earned, we'll buy extra Bonds in the Victory Loan.

Now's the time. Let's have a show of hands—with wallets—to prove how much we really want to hear that old familiar step and that familiar voice yelling "It's me!" Let's prove, with pocketbooks, that we can do our job as well as they did theirs.

**THEY FINISHED THEIR JOB—  
LET'S FINISH OURS!**



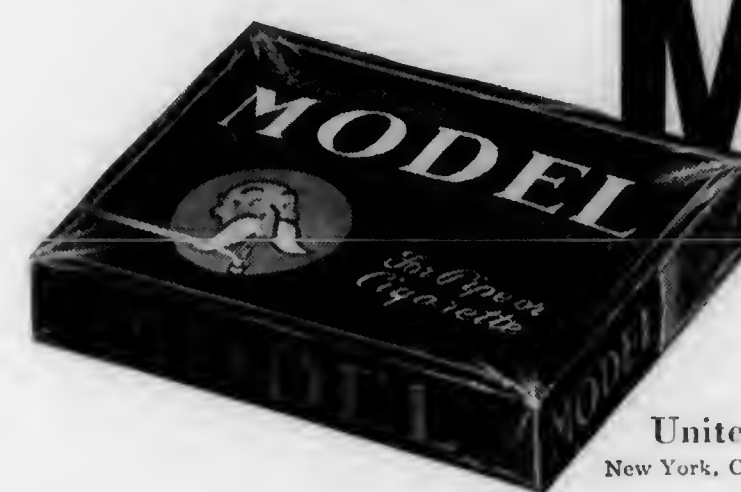
THE TOBACCO WORLD

*This is an official U. S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council*

The Tobacco World

When they step up to your counter, be sure they—

# Make a date with MODEL



SMELLS BETTER IN THE POUCH—  
SMOKES BETTER IN YOUR PIPE

United States Tobacco Company  
New York, Chicago, Nashville, Richmond, San Francisco



### LITTLE JOHNNY ON "BIG MO"

WHEN the Battlewagon Missouri dropped anchor in New York harbor, little Johnny, famous Philip Morris trade-mark, was invited aboard as guest of the "Big Mo's" skipper, Captain Stuart S. Murray. If Johnny was captivated by the six-foot-four naval hero, it worked the other way also, for Johnny and his forty-seven inches of personality made a hit with the ship's crew.

After dining at officer's mess, Johnny was invited to the ship's quarterdeck to see the plaque marking the exact spot where Jap envoys signed the peace treaty. Johnny presented the ship's skipper and executive officer with special gift boxes of Philip Morris cigarettes, on behalf of Alfred E. Lyon, Philip Morris president. Johnny also distributed several thousand packages of ciggies to the ship's complement.

The "Big Mo," 45,000 ton superdreadnought, traveled 102,000 miles in less than a year. She served as the flagship during the Presidential Navy Day review of fifty-two ships in the Hudson River. It was aboard the "Big Mo" that President Truman dined and made his headquarters during Navy Day.

### SWEDEN ENDS RATIONING

Large imports of foreign leaf tobacco and products during July and August, 1945, enabled the Swedish Government to discontinue tobacco rationing, effective September 21, 1945. Tobacco products were rationed in Sweden during most of the war period, although adjustments were made periodically in the value of the ration coupons. Sweden is dependent on foreign leaf supplies for practically all of its tobacco requirements. Wartime shipping conditions and heavier consumer demands made imposition of rationing necessary in June, 1942.

### BRITAIN'S CONSUMPTION INCREASED

During the war, British consumption of all forms of tobacco increased about 12 per cent. Cigarette consumption rose about 18 per cent. Supplies of tobacco products, especially cigarettes, are not equal to consumer demands, however, because of the limited quantities of leaf available to manufacturers, inadequate labor and continued heavy demands by the armed forces. Now Britain must purchase a considerable portion of its leaf requirements with dollars, but is importing suitable leaf from sources other than the United States.

November, 1945

### SPRUCE LUMBER for CIGAR BOXES

It's Brighter - for the Eye  
It's Lighter - for Shipping  
It's Better - for the Cigars

SPECIFY SPRUCE

**Uptegrove Lumber Co.**

Cigar Box Lumber for 72 years

15 Washington St.

Newark, N. J.

Established 1886

"BEST OF THE BEST"

VERY OPTIMO MILD  
CIGARS

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

### AUTOKRAFT CIGAR BOXES

Boite Nature Novelty  
Cedar Chests Wrapped

Are Outstanding In  
Quality-Design-Cost

**AUTOKRAFT BOX CORP.**

Lima, Ohio  
Chicago, Ill.  
Detroit, Mich.

Hellam, Pa.

Hanover, Pa.  
Philadelphia, Pa.  
Wheeling, W. Va.



## Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

### Schedule of Rates for Trade-Mark Services Effective April 1, 1916

Registration, (see Note A),	\$5.00
Search, (see Note B),	1.00
Transfer,	2.00
Duplicate Certificate,	2.00

Note A—An allowance of \$2 will be made to members of the Tobacco Merchants Association on each registration.  
Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar (\$1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars (\$2.00) will be made and so an additional charge of One Dollar (\$1.00) will be made for every ten (10) additional titles necessarily reported.

### TRANSFERRED REGISTRATIONS

**FLOR DE ANECORA**—16,481 (National Registration Bureau of Milwaukee, Wis.). For cigars, cigarettes, cheroots, stogies, and tobacco. Registered on March 26, 1910, by The Mueller & Son Co., Milwaukee, Wis. Transferred to American Box Supply Co., Detroit, Mich., on August 25, 1945, by C. B. Henschel Mfg. Co., Milwaukee, Wis., as successors to the original registrant.

### Internal Revenue Collections for September

Source of Revenue	1945	1944
Cigars, including floor tax	\$ 3,231,544.83	\$ 2,745,666.98
Cigarettes, including floor taxes	92,267,271.38	70,099,248.61
Snuff	608,260.82	586,281.34
Tobacco, chewing and smoking	4,351,426.15	3,974,598.55
Cigarette papers, tubes and leaf dealer penalties	279,672.06	101,129.18

### TRADE ASSOCIATION PROGRAM

(Continued from Page 6)

Similarly, certain concerns operating by automatic machinery may have discontinued machines or equipment, and other concerns might be only too happy to acquire this equipment.

Our association can be a clearing house not only of information, but of many other matters touching the functions and economic status of the industry. Think for a moment how helpful it would be to your business if services like these can be obtained from your association.

Trade associations of late have found it necessary to become interested in industrial labor relations. For some reason, our Association has up to now been hesitant even to talk about labor relations. Frankly, I do not see how we can avoid it. One of the problems which the Board should prospect is the subject of labor relations. I realize that Tampa may have a different problem than Philadelphia, and that the union in Tampa is a different one from that having contracts with manufacturers on the northeastern seaboard, but I do know from dealing with both unions that they think alike, act alike and have the same objective.

I know great responsibility goes in undertaking the job you have given me. Great problems face the CMA this coming year and your association will accomplish more than ever before in the past. If this job is done, it will not be because of me, but because of the efforts of your Board of Directors, the guidance and counsel of Mr. Blumberg and Mr. Singer, and the support and help of every member.

(From the address by Mr. Regensburg before the eighth annual meeting of the Cigar Mfrs. Assn. of America, at the Waldorf-Astoria, New York City, on October 16.)

## TOBACCO TRADE ORGANIZATIONS

### TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES



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ASA LEMLEIN, New York, N. Y. ....Treasurer  
CHARLES DUSHKIND, New York, N. Y. ....Counsel and Managing Director  
Headquarters, 341 Madison Ave., New York City

### CIGAR INSTITUTE OF AMERICA

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EVERETT MEYER .....Vice-President  
WILLIAM BEST .....Treasurer  
SAMUEL BLUMBERG .....Secretary  
H. W. McHOSE .....Director  
Headquarters, 185 Madison Ave., New York City

### THE NATIONAL ASSOCIATION OF TOBACCO DISTRIBUTORS, INC.

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SEIGFRIED F. HARTMAN .....Counsel

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SAMUEL BLUMBERG .....General Counsel and Secretary

### THE YORK COUNTY CIGAR MANUFACTURERS ASSOCIATION

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ARTHUR McGUIGAN, Red Lion, Pa. ....Vice-President  
RUSSELL S. STINE, Red Lion, Pa. ....Secretary  
A. S. ZIEGLER, Red Lion, Pa. ....Treasurer

### FLORIDA CIGAR MANUFACTURERS ASSOCIATION

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JACK EDELSTEIN .....President  
HARRY ABRAMS .....Treasurer  
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### OUR HIGH-GRADE NON-EVAPORATING CIGAR FLAVORS

Make tobacco mellow and smooth in character  
and impart a most palatable flavor

### FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS  
FRIES & BRO., 92 Reade Street, New York

### CIGAR BOXES

Tel. Algonquin 4-9532 Established 1875



657-641 EAST 17 ST.  
NEW YORK

**DO YOU  
KNOW YOUR  
ABC's**

**SIGNE HASSO**  
knows her A B C's. This glamorous star is currently appearing in Twentieth Century-Fox's "The House on 92nd Street."

**Always Buy Chesterfield**

When you know your A B C's of real smoking pleasure... you'll have the answer at your finger tips.

Chesterfield's Right Combination of the World's Best Tobaccos gives you a cigarette that's **A—ALWAYS Milder, B—BETTER TASTING and C—COOLER SMOKING.**

*They Satisfy*

**ALWAYS Milder BETTER TASTING COOLER SMOKING**

Copyright 1945, LIGGETT & MYERS TOBACCO CO.



286.89  
T 558  
cap. 1  
Cyl.

DECEMBER

1945

6512

# TOBACCO WORLD

MORE MEN  
HAVE ENJOYED  
**WHITE OWLS**  
THAN ANY OTHER  
CIGAR EVER MADE  
IN THE  
UNITED STATES



•  
ESTABLISHED  
1881  
•

LIBRARY  
CURRENT SERIAL RECORD  
FEB 1 1946  
DEPARTMENT OF COMMERCE

THE DAYS AHEAD  
ARE VERY BRIGHT

Let us look on the bright side of the year just ahead of us and of the reconversion period in general. There will still be plenty of hard knots for the cigar industry to untie, but at least we don't have to make any radical shift from a war to a peacetime product.

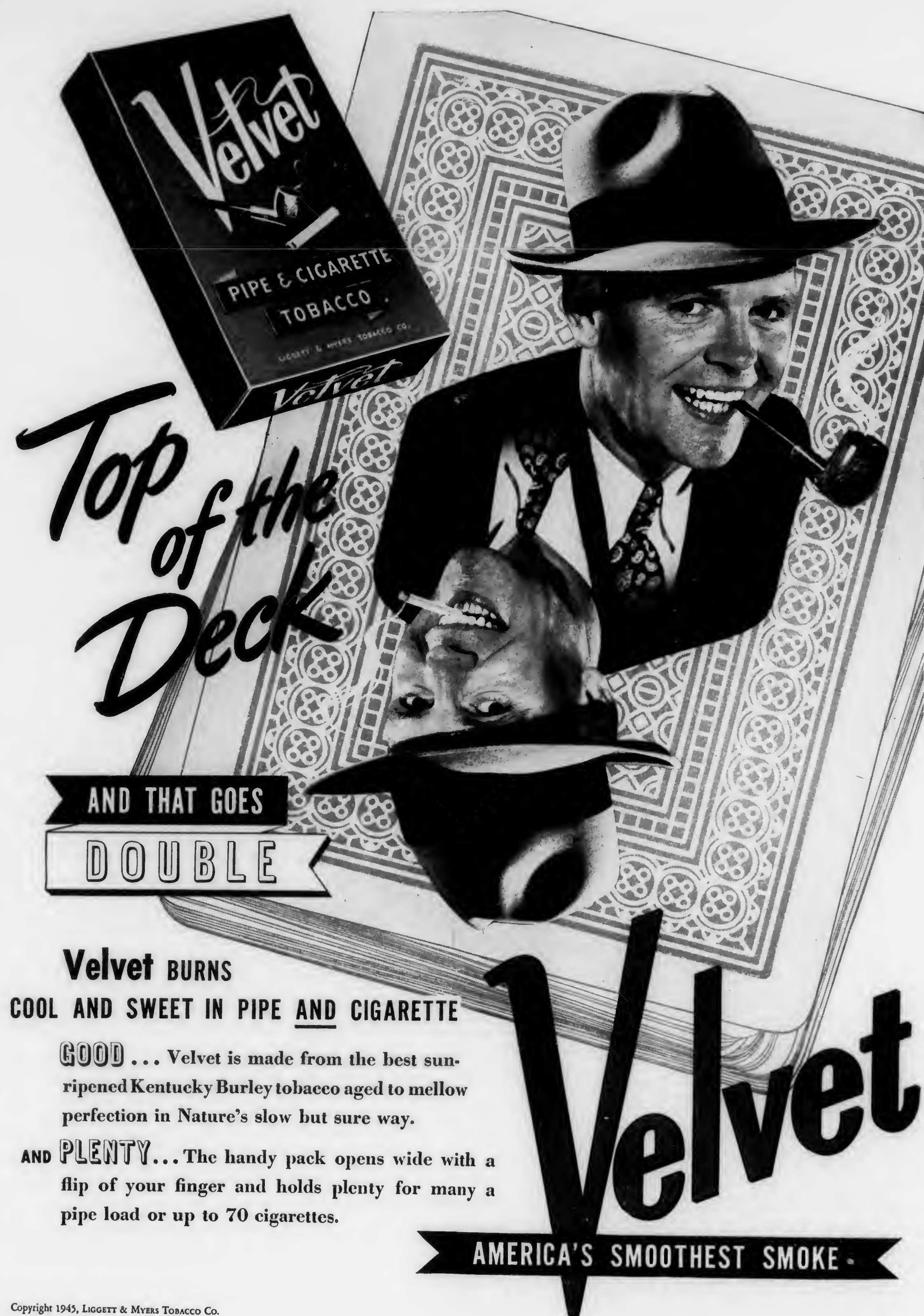
Although it was a tough year, 1945 inspires us with optimism to face 1946 confident that, come what may, we shall find a way to broaden our activities.

Cigar production should increase perceptibly but even normal production, to my mind, will not entirely meet the demand which has been accentuated despite the severe shortage of quality cigars.

The days ahead are very bright for greater cigar consumption, possibly the brightest in all the history of the industry.

A. Jos. Newman,  
President, Bayuk Cigars, Inc.





**Velvet** PIPE & CIGARETTE TOBACCO

*Top of the Deck*

AND THAT GOES  
DOUBLE

**Velvet** BURNS  
COOL AND SWEET IN PIPE AND CIGARETTE

**GOOD**... Velvet is made from the best sun-ripened Kentucky Burley tobacco aged to mellow perfection in Nature's slow but sure way.

**AND PLENTY**... The handy pack opens wide with a flip of your finger and holds plenty for many a pipe load or up to 70 cigarettes.

**Velvet**

AMERICA'S SMOOTHEST SMOKE

Copyright 1945, LIGGETT & MYERS TOBACCO CO.

HOBART B. HANKINS—Editor

Business Manager—B. S. PHILLIPS

# THE TOBACCO WORLD

Vol. 65

DECEMBER 1945

No. 12

**T**HE hopeful word from Santa Claus on gift boxes of cigars this Christmas is "Maybe," according to Albert H. Gregg, president of the Cigar Institute of America. It is expected, however, that servicemen will have an adequate supply of holiday cigars because of the large stocks which the Government has on hand for the Army and Navy. In an eight-color Christmas poster which is being distributed by the Institute to cigar stores of all classes from coast to coast, Santa Claus is pictured as coming home from the wars. The caption reads: "We'll be with you soon." In the background of the illustration is a troopship with servicemen enthusiastically debarking for home and peace-time activities. In a panel below Santa Claus is the legend: "Cigars, the gift he wants."



**I**N what seems to be a contradiction in the legends used in the Christmas poster, is a story. To be sure, Mr. Gregg said, there will be more gift boxes of cigars this Christmas than there were last year, but there still won't be enough to go around. He stated that the present popularity of cigars is such that if the full demand for cigars could be met at this time, the sales volume would set a twenty-year record for the industry. He pointed out that the main difficulty was in getting sufficient manpower back into the factories for the Christmas demand. The high war-time cost of domestic tobacco leaf, which rose from 17.4 cents per pound in 1940 to 37.3 cents in 1944, and the increased labor cost per unit which, according to the Bureau of Labor Statistics, rose 48.2 per cent

between 1939 and 1944 are factors in the limited supply. Mr. Gregg also said that the cigar industry is controlled by a rigid price and production formula. He predicted, however, that the economics of cigar manufacturing would work itself out by the early part of 1946.

**A**MERRY Christmas and a Happy New Year to all our readers! That wish, denied to us during the war, may now be happily revived, and, we hope, repeated each year for many years to come. For we may make merry again, and we may be happy, without the reservations forced on us during the last four years. The shortages we have suffered have been, one by one, coming to an end. We are reminded of our own good fortune in this respect by the news that other countries are not faring so well. From Ireland, for instance, comes the report that the shortage of cigarettes is more evident than at any time during the year. As usual, says the *Irish Tobacco Trade Journal*, rumor has been quick to advance

the wrong reasons. "It has been pointed out by people who profess to know," says an editorial, "that because of a decreased acreage in the United States, imports have practically ceased and that withdrawals from bond have been cut by 60 per cent. Actually, the acreage in America is greater than it was before the war, and no change has been made here, or is likely to be made, in the allocation of tobacco to the manufacturers. This allocation is 90 per cent of the 1939 figure, as it has been for several years past."

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# October Report of Tobacco Products

Product	Month of October			Increase or Decrease	
	1945	1944		Quantity	Per Cent.
Cigars (No.):					
Class A—					
United States .....	5,137,940	14,702,252	—	9,564,312	65.05
Puerto Rico .....		500,100	—	500,100	....
Total .....	5,137,940	15,202,352	—	10,064,412	66.20
Class B—					
United States .....	39,699,927	24,035,500	+	15,664,427	65.17
Puerto Rico .....	15,000	122,000	—	107,000	....
Total .....	39,714,927	24,157,500	+	15,557,427	64.40
Class C—					
United States .....	86,576,645	155,963,000	—	69,386,355	44.49
Puerto Rico .....	1,352,656	3,080,500	—	1,727,850	....
Total .....	87,929,295	159,043,500	—	71,114,205	44.71
Class D—					
United States .....	172,826,047	23,531,401	+	149,294,646	634.45
Puerto Rico .....	1,566,600	1,318,500	+	248,100	....
Total .....	174,392,647	24,849,901	+	149,542,746	601.78
Class E—					
United States .....	170,845,868	169,651,982	+	1,193,886	.70
Puerto Rico .....	1,220,325	2,371,775	—	1,151,450	....
Total .....	172,066,193	172,023,757	+	42,436	.02
Class F—					
United States .....	20,838,685	17,192,963	+	3,645,722	21.20
Puerto Rico .....	85,550	167,950	—	82,400	....
Total .....	20,924,235	17,360,913	+	3,563,322	20.52
Class G—					
United States .....	16,802,093	6,817,269	+	9,984,824	146.46
Puerto Rico .....	225	57,750	—	57,525	....
Total .....	16,802,318	6,875,019	+	9,927,299	144.40
Total All Classes:					
United States .....	512,727,205	411,894,367	+	100,832,838	24.48
Puerto Rico .....	4,240,350	7,618,575	—	3,378,225	....
Grand Total .....	516,967,555	419,512,942	+	97,454,613	23.23
Little Cigars (No.):					
All United States .....	9,988,333	9,449,787	+	538,546	5.70
Cigarettes (No.):					
United States .....	31,340,458,567	19,770,792,743	+	11,569,665,824	58.52
Puerto Rico .....	400	10,000,000	—	9,999,600	....
Total .....	31,340,458,967	19,780,792,743	+	11,559,666,224	58.44
Large Cigarettes (No.):					
United States .....	130,400	3,981,100	—	3,850,700	96.72
Puerto Rico .....					....
Total .....	130,400	3,981,100	—	3,850,700	96.72
Snuff (lbs.):					
All United States .....	3,783,096	3,669,637	+	113,459	3.09
Tobacco (Chewing and Smoking) lbs.:					
All United States .....	27,367,939	25,123,319	+	2,244,620	8.93

\* Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale." It is also to be noted that the monthly figures are subject to revision until published in the annual report of the Commissioner, and that in our compilation the designation "U. S." has been used to cover tax-paid products other than those from Puerto Rico, which are reported separately by the Bureau and designated "P. R."

# 10 Months Report of Tobacco Products

Product		1st Ten Months			Increase or Decrease	
		Cal. Yr. 1945	Cal. Yr. 1944		Quantity	Per Cent.
Cigars (No.):						
Class A—						
United States .....		41,448,048	172,307,032	—	130,858,984	75.95
Puerto Rico .....		700,132	4,101,400	—	3,401,268	....
Total .....		42,148,180	176,408,432	—	134,260,252	76.11
Class B—						
United States .....		358,843,986	222,758,508	+	136,085,478	61.09
Puerto Rico .....		3,202,950	864,825	+	2,338,125	....
Total .....		362,046,936	223,623,333	+	138,423,603	61.90
Class C—						
United States .....		760,223,362	1,665,679,358	—	905,455,996	54.36
Puerto Rico .....		26,454,600	15,119,495	+	11,335,105	....
Total .....		786,677,962	1,680,798,853	—	894,120,891	53.20
Class D—						
United States .....		1,349,371,300	216,331,878	+	1,133,039,422	523.75
Puerto Rico .....		23,616,850	4,105,550	+	19,511,300	....
Total .....		1,372,988,150	220,437,428	+	1,152,550,722	522.85
Class E—						
United States .....		1,297,752,182	1,431,966,560	—	134,214,378	9.37
Puerto Rico .....		22,983,521	10,307,275	+	12,676,246	....
Total .....		1,320,735,703	1,442,273,835	—	121,538,132	8.43
Class F—						
United States .....		156,575,583	148,917,511	+	7,658,072	5.14
Puerto Rico .....		1,522,830	559,550	+	963,280	....
Total .....		158,098,413	149,477,061	+	8,621,352	5.77
Class G—						
United States .....		131,534,555	37,491,660	+	94,042,895	250.84
Puerto Rico .....		74,367	109,900	—	35,533	....
Total .....		131,608,922	37,601,560	+	94,007,362	250.01
Total All Classes:						
United States .....		4,095,749,016	3,895,452,507	+	200,296,509	5.14
Puerto Rico .....		78,555,250	35,167,995	+	43,387,255	....
Grand Total .....		4,174,304,266	3,930,620,502	+	243,683,764	6.20
Little Cigars (No.):						
All United States .....		84,007,240	124,591,387	—	40,584,147	32.57
Cigarettes (No.):						
United States .....		226,103,090,743	200,879,657,155	+	25,223,433,588	12.56
Puerto Rico .....		52,566,080	14,583,333	+	37,982,747	....
Total .....		226,155,656,823	200,894,240,488	+	25,261,416,355	12.57
Large Cigarettes (No.):						
United States .....		81,926,888	17,105,708	+	64,821,180	378.94
Puerto Rico .....		.....	.....		.....	....
Total .....		81,926,888	17,105,708	+	64,821,180	378.94
Snuff (lbs.):						
All United States .....		36,912,525	34,625,762	+	2,286,763	6.60
Tobacco (Chewing and Smoking) lbs.:						
All United States .....		234,384,262	202,446,051	+	31,938,211	15.78

\* Compiled from comparative data of tax-paid products released monthly by the Bureau of Internal Revenue. As stated in the Bureau's release, "The figures are based on sales of revenue stamps and do not represent quantities of products withdrawn for consumption or sale." It is also to be noted that the monthly figures are subject to revision until published in the annual report of the Commissioner, and that in our compilation the designation "U. S." has been used to cover tax-paid products other than those from Puerto Rico, which are reported separately by the Bureau and designated "P. R."



## B. & W. CAR-A-DAY CONTEST

**T**HE Brown & Williamson Tobacco Corporation is sponsoring a new contest, in which they give away a new 1946 Chevrolet every day! This car-a-day contest started November 6, and is publicized on all three Raleigh Cigarette radio shows, and black and white ads in all major markets. Contestants are asked to complete the sentence, "We should all buy Victory Bonds because . . ." which ties in the contest with the current Victory Loan Drive.

Retailers share in the prizes. The Brown & Williamson Tobacco Corporation gives \$100.00 in Victory Bonds to the store where the contest winner purchases his Raleighs.

There are two factors which make this contest different and give it nation-wide interest. Chances of winning are far greater than other contests, as one winner is chosen from entries received, not from the entire run of the contest, but each day!

The prize of a new 1946 Chevrolet has especial appeal at this time when everyone needs and wants a new car.

The contestant must finish the sentence "We should all buy Victory Bonds because . . ." in twenty-five words or less. Two wrappers from two packs of Raleigh Cigarettes must accompany each entry. Contestants are invited to submit more than one entry, for each letter is judged in the contest on the day it is received. Although it is limited to the United States, entries from our Armed Forces abroad are qualified.

On the starting date of the contest, November 6, Ted Gamble appeared with Hildegard on the "Raleigh Room" radio program. Mr. Gamble, the National Director of War Finance Division of the United States Treasury, gave the contest a particular impetus by emphasizing the tie-in with the current Victory Loan Drive.

Winners are announced every week on the Brown & Williamson's three net-work shows: "Raleigh Room" starring Hildegard on Wednesday nights; Red Skelton on Tuesday nights; "People Are Funny" on Friday nights. Two winners have made personal appearances. Mr. Stillman of New York, the November 16 winner, was the guest of Hildegard on the November 20 "Raleigh Room" broadcast. The November 23 "People Are Funny" broadcast featured the appearance of the November 15 winner, Mrs. Rinehold of Reseda, California.

Still further stimulus is provided by black and white ads in all major markets.

Among the first of the fortunate contestants was J. Roy Blanchard of Joliet, Ill. The following is a list of winners up to November 24th: V. M. Kuhn, of Denver, Colorado; Mrs. Esther Carples, of Minneapolis, Minn.; PFC. Silas H. Anderson, of Ashland, Ala.; Jerry C. Poutra, of Houston, Texas; Mrs. M. J. Phillips, of Greensburg, Pa.; Mrs. Ivan J. Rinehold, of Reseda, Cal.; George Stillman, of New York; P. F. Laughlin, of Kansas City; Lloyd C. Evans, of Cleveland, O.; Robert D. Desmond, of Boston, Mass.; Mrs. Benjamin Grove, of Seattle, Wash.; Miss Elizabeth J. Murrin, of Alexandria, Va.; Captain John W. Smith, of St. Louis, Mo.; Mrs. Ruth E. Field, of Burbank, Cal.; and Mr. Ronald A. Stromsta, of Muskegon, Mich.

The simple rules and the innumerable opportunities to win have heightened the interest and spurred thousands to active participation in this new and different contest.

## SILBERMAN HEADS CONSOLIDATED

**A**T a meeting of the board of directors of the Consolidated Cigar Corporation held in New York on November 8, Alfred M. Silberman was elected president of that company, filling the vacancy caused by the death of the late Julius Lichtenstein. At a later meeting Frank P. Will, a vice-president of the company, was elected chairman of the board, Leo Ornstein, also a vice-president, was elected treasurer.

Mr. Silberman will carry on the policies that, under Mr. Lichtenstein's brilliant administration, won for the company an assured and outstanding position in the cigar manufacturing world. His election places the company's administration in the hands of a man who has demonstrated top-ranking executive ability in both the leaf tobacco and cigar manufacturing industries. He was associated with Mr. Lichtenstein in the American Sumatra Tobacco Company and later in the Consolidated Cigar Corporation, where he gained an intimate knowledge of that company's affairs. He has been treasurer of Consolidated since 1932.

Although quite a young man as far as years go, Mr. Silberman had a great deal to do with the pioneering days of Connecticut shade-grown leaf tobacco. He, together with the late William M. Kahn, organized a leaf tobacco business with headquarters in Hartford, Conn., growing and packing shade-grown as well as handling all of the principal types of cigar leaf tobacco raised in New England.

Mr. Silberman brought to Consolidated his wide knowledge as a judge of fine leaf tobacco. He has always been intensely interested in the Connecticut leaf tobacco growing section, and helped to assemble the many farms that compose the Consolidated Cigar Corporation's operations in that area. He actively directed, as president, the operations of the Silberman-Kahn Corporation, now a subsidiary of Consolidated. He has taken an active part in the affairs of the Connecticut Shade Tobacco Growers Association, although he holds no office in that organization.

Alfred M. Silberman was born in New York, was educated in the public schools of this city, and after graduating from Horace Mann School, entered the construction business before joining the staff of the American Sumatra Tobacco Company. Mr. Silberman is married to the former Dorothy Lichtenstein, only daughter of the late J. Z. Lichtenstein, and lives near Hartford, Conn. They have two sons, Major Marvin Silberman, who occupied an important post in the paper industry before joining the Army, and Lieutenant Commander Samuel J. Silberman, who was secretary of the Consolidated Cigar Corporation before entering the Coast Guard.

## VICTORY LOAN DRIVE CHAIRMEN

Howard S. Cullman, of Cullman Bros., headed the tobacco division in the Victory Loan drive. Other chairmen in the division were: Herbert A. Kent, of P. Lorillard & Co., cigars and processed tobacco; Harley Jefferson, of Waitt & Bond Inc., cigar manufacturers; Otto Kienbusch, of C. H. Spitzner & Son, leaf tobacco; Arthur Mainzer, of Alfred Dunhill, Inc., pipes and accessories; and Ira Katz, of Metropolitan Tobacco Co., tobacco jobbers.

The Tobacco World

Cigars are the most pleasurable and economical form of smoking.

# BAYUK BULLETIN

Devoted to the best interests of the men who sell cigars.

First Issue 1929

DECEMBER, 1945

Prepared twice a month

## PHULOFAX (The Retailer's Friend)



### SAYS

A retailer should be interested in his consumer customers; a jobber should be inter-

ested in his retail customers and a manufacturer should be interested in his wholesale customers —AND vice versa straight down the line.

—o—

Two heads are better than one if each head is working for the welfare of both.

—o—

Experience is a wonderful teacher and frequently knows the answer to today's problem because it solved a similar problem yesterday.

—o—

Determining WHAT one wants to do comes first in all planning—then comes the WHY and HOW of doing.

—o—

No exchange of viewpoints ever gets anywhere unless mutual confidence is present.

—o—

There never was a 60-40 deal ever made that stuck. The only platform is one where both parties equally win.

—o—

Seeing the other fellow's viewpoint often causes a withdrawal of our slant or gives us additional evidence to strengthen our own contention . . . keep an open mind until the cards are all down on the table.

—o—

The other fellow might learn from your talking but you just have got to learn by listening to his talking.

—o—

If the desire to help is sincere, you can't help others without helping yourself.

Phil M. Phulofax  
D. B. I.

Associated with BAYUK CIGARS INC., Philadelphia — Makers of fine cigars since 1897.

*Wrong*

MY BIG PURPOSE IN CALLING UPON YOU TODAY, MR. JOBBER, IS TO HAVE A FRIENDLY TALK ON HOW WE CAN COORDINATE YOUR PLANS WITH OURS SO THAT WE AS MANUFACTURERS CAN RENDER THE LIMIT OF COOPERATION AND ASSISTANCE TO YOU

WAIT A MINUTE — YOUR BIG JOB IS TO SHIP ME MORE CIGARS — I'LL HANDLE THE RUNNING OF MY OWN BUSINESS



*Right*

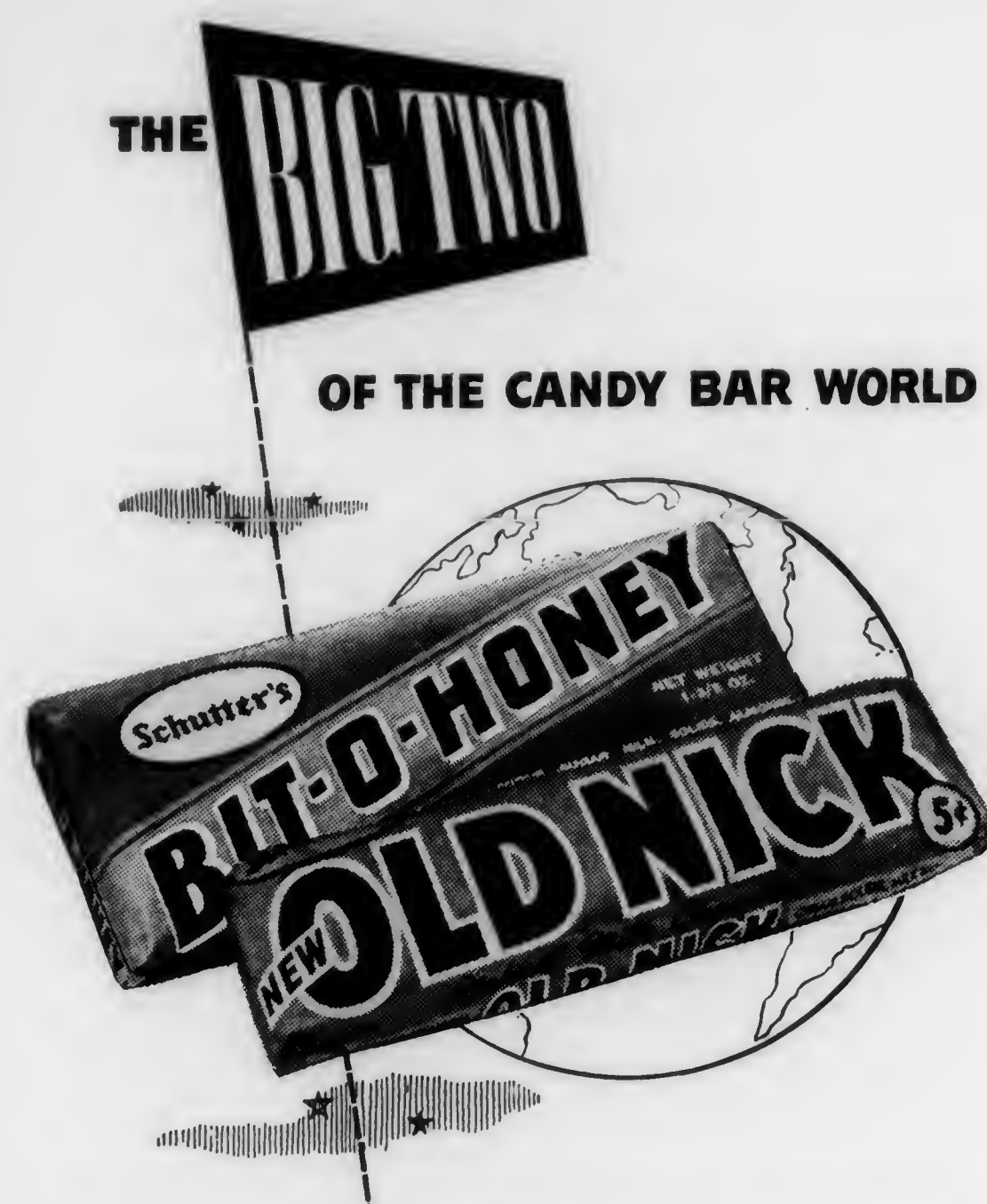
AS I SEE IT MR. DISTRIBUTOR, WE WANT TO GET OUR HEADS TOGETHER AND ARRIVE AT THE BEST PLANS WHEREBY BOTH OF US CAN CASH IN ON THE WONDERFUL FUTURE OPPORTUNITIES BEFORE US

THAT'S FINE, MR. G.S.M., MY PAST EXPERIENCE WITH YOUR COMPANY HAS PROVED TO ME AND MY MEN THAT YOUR PLANS ARE ALWAYS "DOUBLE BARREL"—THEY HELP BOTH YOU AND US. I KNOW YOUR REAL PURPOSE IS TO HELP ME MAKE MORE MONEY



Bayuk Brands Build Business—PHILLIES, DE LUXE PHILLIES, BAYUK RIBBON, MAPACUBA, CHARLES THOMSON, PRINCE HAMLET





**SCHUTTER CANDY COMPANY, CHICAGO**  
 Factory: Chicago, Illinois . . . General Offices: St. Louis 3, Mo.

#### CAMEL AND PRINCE ALBERT FOR XMAS

For the nation's first peacetime Christmas in five years, R. J. Reynolds Tobacco Company has dressed up the packages of Camel cigarettes and Prince Albert Smoking Tobacco in attractive Christmas gift wrappings.

The Camel gift is the carton of ten packages—200 mild, full-flavored cigarettes. The Prince Albert gift is the pound size in special holiday wrappings.

The sales promotion is built around the theme of "gifts sure to please any smoker"—newspapers and special publications and radio are being used to full advantage in behalf of these ideal gifts.

A special Christmas advertisement for Prince Albert—the world's largest-selling tobacco—will run in full color in the comic sections of America's leading Sunday newspapers.

Anticipating the biggest and earliest Christmas shopping season in many years, dealers are now stocking up with these two popular tobacco gifts.

#### LIGHTER A SOLDIER'S DIARY

A cigarette lighter which accompanied its owner through a number of campaigns also served as an indestructible diary of the soldier's life in the service. Corporal Edwin H. Wolin, of Brooklyn, New York, engraved the place and date of his whereabouts on his lighter, commencing with the New York port of embarkation in '42, on through the invasions and battles of Freetown, Tobruk, Benghazi, Tunis, Bizerte, Naples and others, concluding with his return to Brooklyn two and one-half years later. The corporal, who was about to be shipped to the Pacific, was shopping for another of these lighters on which to continue his record when the war ended, keeping him in this country.

#### PROMOTING CUBAN TOBACCO

**B**EFORE the war English smokers were partial to Cuban tobacco, but since the beginning of the war, sales of Cuban tobacco to the British government have been greatly curtailed, reported Gustavo Porta, president of the National Association of Tobacco Growers of Cuba, on arriving in Miami from Havana on the Caribbean Clipper of Pan American World Airways. En route to London, England, where he will be met by Guillermo Belt, Cuban Ambassador to the United States, Porta will discuss with British officials the reviving of a commercial treaty between Cuba and England.

"The commercial treaty covered the sale of Cuban tobacco. During the war the British government held that tobacco was a luxury. The outcome of this ruling was that Cuba has supplied Britain with no tobacco in a number of years," Porta stated.

After his stay in London, Porta plans to visit Spain in the interest of his association. "Spain is one of our best markets for all grades of tobacco," he added.

In Porta's opinion Cuba's present yield of tobacco will be from 25 to 30 per cent. lower than last year's. He said that the tobacco growers were hopeful of price increase for the year's output.

Porta, who is accompanied by his wife, plans to return to Cuba within the next few weeks. On his return trip he will visit important tobacco importers in Canada and the United States.

#### HUMIDOR POUCH FITS POCKET

Every pipe smoker can carry a humidor around in his pocket with the new Moist-Pak tobacco pouch, a product of the Clarvan Corporation, Milwaukee, Wis. Tobacco won't become stale in this pouch because it has a built-in moisture control. The pouch itself is fabricated of Vinylite plastic flexible film which possesses a low moisture vapor transmission rate. Consequently, the film provides a moisture-proof package which prevents the escape of moisture to a large degree and is highly resistant to the passage of drying air. An outstanding feature of this new tobacco pouch is a small Humi-pad blotter which is attached to the pouch by a strip of Vinylite plastic film. This Humi-pad blotter can be moistened occasionally to maintain the moisture content of the tobacco and increase the pipe smoker's enjoyment. The pouch is highly flexible and can be rolled up conveniently to fit the pocket.

#### BIGGEST MEETING FOR FAIR TRADE

The annual Fair Trade Conference held by the American Fair Trade Council in New York on November 30, was the largest meeting ever held in this country for a discussion of this subject.

The conference was opened by John W. Anderson, president of the council, whose subject was "The Cut-Price Spiral and the Quality Squeeze." Other speakers were: Larry A. Clavin, sales manager, Simmons Company; Isaac W. Digges, general counsel of the organization, also general counsel of the Association of National Advertisers; J. W. Hansen, regional price director, OPA, and Russell J. Atkinson, president of R. J. Atkinson Inc., Brooklyn, N. Y.

## Lucky Strike Means Fine Tobacco...



"Boy, That's Tobacco!" Painted from life in the tobacco country by James Chapin.

## YES! Lucky Strike Means Fine Tobacco!

**So Round, So Firm, So Fully Packed—  
 So Free and Easy on the Draw...**



Copyright 1944, The American Tobacco Company



LORILLARD'S POPULAR LEADERS



Enjoy a pleasing  
Cigarette!

# Old Gold

A superb blend of  
many choice tobaccos.



Apple "Honey"  
helps guard O.Gs.  
from Cigarette Dryness!

Lorillard Company America's oldest tobacco merchants—Established 1760

## GREENE NAMED NAMA PRESIDENT

Robert Z. Greene, president of the Rowe Manufacturing Company, Inc., Belleville, N. J., was elected president of the National Automatic Merchandising Association at the annual meeting held in Chicago on November 7. Elmer Pierson, president of the Vendo Company, Kansas City, was elected vice-president, and L. D. Chambers, president of the Peerless Weighing and Vending Machine Corp., Long Island City, N. Y., was named treasurer.

Others elected to the board of directors included E. J. Dingley, Unit Vending Corporation, Philadelphia; J. Renz Edwards, Cigarette Service Co., Kansas City; W. G. Fitzgerald, International Ticket Scale Corporation, New York; J. Sidney Jones, Southern Venders, San Antonio; Paul W. Kimball, American Locker Company, Inc., Boston; J. B. Lanagan, Nik-O-Lok Company, Indianapolis; Ford S. Mason, Ford Gum and Machine Company, Inc., Lockport, N. Y.; E. V. Morava, Mills Automatic Merchandising Corp., Long Island City, N. Y.; and R. A. Parina, San Francisco.

## AWARD FOR PHILIP MORRIS

Philip Morris & Company has received a certificate of meritorious service from the Army Service Forces. The citation declared that "Your company has materially assisted the Quartermaster Corps in making our Armed Forces 'the best fed and best dressed in the world.'" The certificate for outstanding performance received by the cigarette company was signed by Brigadier General J. E. Barzynski, commanding the Chicago Quartermaster Depot.

## RED CROSS COUGH DROPS CAMPAIGN

With an intensive 1945-1946 advertising and merchandising campaign, Red Cross Cough Drops again features in daily newspaper space the copyrighted advertising theme, "Feather-Throat".

The phrase "Feather-Throat", coined last year by the makers of Red Cross Cough Drops, is the colorful description of "that tickle, tickle, tickle caused by coughs due to colds, bronchial disturbances or over-smoking".

The current, extensive advertising campaign is designed to create even greater demand for the prompt, pleasant relief provided by this product. Five days a week, during the cough drop season, readers of 165 newspapers in 149 cities will see Red Cross Cough Drops ads urging: "Check Feather-Throat!" "Relieve—Stop—Arrest—Squelch—Feather-Throat!" Red Cross advertising also calls "feather-throat" a sleep-robber, a nerve-nabber, a pep-killer; and "feather-throat" sufferers are reminded that the irritation of the "tickle, tickle, tickle" is quickly soothed by Red Cross Cough Drops.

Retailing for five cents per package, Red Cross Cough Drops are made in three types—Menthol, Hoarhound, and Old Reliable (licorice type). Red Cross Hoarhound is the only five cent cough drop package of that flavor. Candy Bros. Mfg. Co., Inc., St. Louis, a division of Universal Match Corporation, has manufactured Red Cross Cough Drops under that trademark since 1885.

## DENMARK CONTINUES RATIONING

Despite a sharp increase in domestic production of tobacco during the war, Denmark plans to continue tobacco rationing in view of the substantial decline in imports. In prewar years, Denmark depended almost entirely on imports to meet its leaf tobacco requirements. A decree effective October 1, issued by the Ministry of Commerce, reduced the amounts of products available to consumers in many cases. Present rations permit a monthly allowance of only 200 cigarettes per smoker, and users of other tobacco products are allowed correspondingly small amounts of their preferred products.

During the past two years, Denmark has depended almost entirely on domestic production for its tobacco supplies. The country's tobacco crop has shown remarkable steady increases from the 31,000 pounds produced in 1939. Preliminary estimates place the 1945 crop at about 5.7 million pounds, or only 27 per cent. of the prewar (1935-1939) average imports.

## SWISS INCREASE CIGARETTE OUTPUT

Wartime conditions boosted Switzerland's output of tobacco products. Cigarette production, particularly, was stimulated by larger consumer demands. In 1944, the country's factories turned out nearly 3.5 billion pieces, about 45 per cent. more than the 1939 production of 2.4 billion. During the years 1940-1943, production of cigarettes averaged three billion.

Production of cigars and other tobacco products, however, showed relatively small percentage changes during the war years. About 567 million cigars were manufactured in both 1943 and 1944. Production of pipe tobacco, chewing tobacco and snuff amounted to about 5.7 million pounds in 1944, slightly less than the 1943 output, but somewhat more than the output during the earlier war years.

The Tobacco World

# ON MILLIONS OF LIPS... KING EDWARD

AMERICA'S MOST POPULAR CIGAR

★ 84 Years of Reputation  
Built Into One Famous  
40 Minute Smoke!



JNO. H. SWISHER & SON, INC.  
Cigar Manufacturers  
JACKSONVILLE, FLORIDA

## 1945 BURLEY ALLOCATED

**B**URLEY tobacco of the 1945 crop will be allocated to manufacturers and dealers, as has been done during the last three years, the U. S. Department of Agriculture has announced in War Food Order 4.11. Under the terms of the order manufacturers are allocated 528 million pounds, or about 56 million pounds more than they used during the year ending September 30, 1945.

The new allocation order, effective November 27, is based on the November crop estimate of 1945 Burley tobacco totaling 601 million pounds. Allocations provide that manufacturers may acquire Burley tobacco up to 112 per cent. of the quantity, including scrap, used by them for manufacturing purposes from October 1, 1944, to September 30, 1945. Their auction purchases and purchases from dealers are limited to the same proportion of total purchases as was similarly acquired from the crops of 1939 through 1941.

Dealers may purchase 1945 crop Burley tobacco at auction, for their own accounts, up to 110 per cent. of the basic quantity they were entitled to buy from the 1944 crop under the provisions of WFO 4.8.

Burley tobacco is, by volume, the second most important type used in American cigarettes and is also widely used in smoking tobacco mixtures and chewing tobaccos.

## STUDY OF WORKERS' REST PERIODS

Collaborating with heads of families, personnel and production managers in business firms, plants and

December, 1945

stores, the research department of Fleming-Hall Company, New York cigarette manufacturers, conducted a survey among four groups of workers: household workers, office workers, factory workers and retail store workers. The purpose of the survey was to discover what foods and snacks were preferred by workers during their daily recess or rest period; and to study the efficiency of their work after having such a recess or rest period.

More than 95 per cent. of both men and women smoked during each rest period, in addition to the refreshments given. The majority smoked cigarettes; some men smoked pipes or cigars.

## CIGAR BINDER ORDER AMENDED

The U. S. Department of Agriculture amended War Food Order 4.9 to permit resumption of sales of Types 51, 52 and 53 cigar binder tobaccos, effective November 12, at 8:00 A. M., E. S. T. These types are grown largely in Connecticut and New York.

The original order, WFO 4.9, prohibited future contract sales of cigar filler and binder type tobaccos, before harvesting of the crop. This order was issued because future contract buying threatened to disrupt distribution of tobaccos within these types and because smaller and less financially secure manufacturers found themselves unable to risk the losses which advance buying entailed and were thus unable to obtain their usual supplies.





## What's the other thing we ought to do this Christmas?

FOR the last four years, the Christmas phrase "Peace on earth, good will to man" has had a pretty hollow, bitter ring.

This year, it won't.

And surely, one thing each of us will want to do this Christmas is to give thanks that peace has finally come to us—both peace and victory.

One other thing we ought to do:

In our giving, this year, let's choose—first—the kind of gift that helped to bring us peace and victory and will now help us to enjoy them.

★  
Victory Bonds take care of the men who fought for us—provide money to heal them, to give them a fresh start in the country they saved.

Victory Bonds help to insure a

sound, prosperous country for us all to live and work in.

★  
Victory Bonds mean protection in emergencies — and extra cash for things we want to do ten years from now.

★  
Choose—first—the finest gift in all the world, this Christmas.

Give Victory Bonds!

## Give the finest gift of all — VICTORY BONDS!

THE TOBACCO WORLD

★ This is an official U. S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council ★

The Tobacco World



SMELLS BETTER IN THE POUCH—  
SMOKES BETTER IN YOUR PIPE



United States Tobacco Company  
New York, Chicago, Nashville, Richmond, San Francisco



### MISS BIT-O-HONEY COMES TO LIFE

With all the charm and magic of a Cinderella tale, Miss Bit-O-Honey—Schutter Candy Company's Bit-O-Honey trademark—stepped out of the newspapers and magazines which carry her advertising, and literally "came to life." The scene was the annual convention of the Ohio Tobacco Distributors, at Columbus.

With bright red ribbons in her long, blonde hair, and wearing the red dress, and red-white-and-blue pinafore popularized by Schutter Candy Company's extensive national advertising, the real-life Miss Bit-O-Honey was immediately recognized by O. T. D. A. members and guests as "America's Favorite Candy Girl."

Then, armed with baskets of her two favorite candy bars—Schutter's Old Nick banded together with Bit-O-Honey—and followed by a uniformed assistant who provided reloadings from a mass reserve, the petite, real-life Miss Bit-O-Honey stole the hearts of the tobacco distributors as she wound her way through the convention banquet to the tune of her radio theme song, "Bit-O-Honey." Each gift was presented with a smile, a curtsy and one answer to all questions, "I love Bit-O-Honey," many of the 600 guests spontaneously responding with a kiss and a hug.

Only once did Miss Bit-O-Honey change her story. When asked by the orchestra leader to speak into the microphone, she smiled and told her audience, "Stay as sweet as you are—with Bit-O-Honey."

### NEW ZEALAND'S IMPORTS LARGER

New Zealand's imports of unmanufactured tobacco during the first half of 1945, practically all of which originated in the United States, totaled 4,950,000 pounds, or nearly three times as much as the 1,773,000 pounds imported during the corresponding period of 1944. The country is dependent upon supplies of foreign leaf for about two-thirds of its tobacco requirements.

The New Zealand Tobacco Board in August, 1945, established average prices for 1944-45 crop leaf somewhat higher than those paid for the previous crop. The average price set for flue-cured tobacco was 32.6 cents per pound and for air-cured, 28.6 cents, as compared with the average prices of 31 cents and 27 cents for the 1943-44 crops.

December, 1945

### SPRUCE LUMBER for CIGAR BOXES

It's Brighter - for the Eye  
It's Lighter - for Shipping  
It's Better - for the Cigars

SPECIFY SPRUCE

Uptegrove Lumber Co.

Cigar Box Lumber for 72 years

15 Washington St.

Newark, N. J.

### Established 1886 "BEST OF THE BEST"

VERY OPTIMO MILD  
CIGARS

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

### AUTOKRAFT CIGAR BOXES

Boite Nature Novelty  
Cedar Chests Wrapped

Are Outstanding In  
Quality-Design-Cost

AUTOKRAFT BOX CORP.

Lima, Ohio  
Chicago, Ill.  
Detroit, Mich.

Hellam, Pa.

Hanover, Pa.  
Philadelphia, Pa.  
Wheeling, W. Va.



## Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

### Schedule of Rates for Trade-Mark Services Effective April 1, 1916

Registration,	(see Note A),	\$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of \$2 will be made to members of the Tobacco Merchants Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar (\$1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars (\$2.00) will be made and so an additional charge of One Dollar (\$1.00) will be made for every ten (10) additional titles necessarily reported.

#### REGISTRATION

**SINSONTE:—47,096** (Tobacco Merchants Association of the U. S.). For cigars. Registered on October 31, 1945, by Rafael Morales, New York, N. Y.

#### TRANSFERRED REGISTRATIONS

**STATESMAN:—327,256** (United States Patent Office). For cigars. Registered on August 20, 1935, by Continental Cigar Corp., Scranton, Pa. Transferred to Luzerne Cigar Co., Taylor, Pa., on April 20, 1945.

**JOSE GOMEZ:—46,664** (Tobacco Merchants Association of the U. S.). For cigars. Registered on February 8, 1938, by Ruy Suarez & Co., Passaic, N. J. Transferred to Castillo Cigar Co., Tampa, Fla. Re-transferred to Royal Cigar Co., Tampa, Fla., on October 29, 1945.

#### \* Manufactured Tobacco Produced by Classes

(As reported by the Bureau of Internal Revenue based on manufacturers' returns of production)

##### Month of August

Product	1945	Increase or Decrease Quantity	Per Cent.
Plug	5,719,615	+ 224,019	4.08
Twist	622,838	+ 58,523	10.37
Fine-cut Chewing	360,466	+ 13,311	3.56
Scrap Chewing	4,271,022	+ 775,559	15.37
Smoking	15,401,148	+ 2,110,861	15.88
Snuff	3,673,962	+ 466,775	14.55
Total	30,049,051	+ 2,071,308	7.40

##### Eight Months Ending August 31st

Product	1945	Increase or Decrease Quantity	Per Cent.
Plug	41,064,227	+ 126,352	.31
Twist	4,662,467	+ 414,746	9.76
Fine-cut Chewing	2,658,005	+ 27,224	1.01
Scrap Chewing	34,639,416	+ 105,847	.31
Smoking	115,538,648	+ 35,005,716	43.47
Snuff	29,981,499	+ 2,192,530	7.89
Total	228,544,262	+ 37,817,967	19.83

\*The production figures are in pounds, and are subject to revision until published in the annual report of the Commissioner of Internal Revenue.

#### Internal Revenue Collections for October

Source of Revenue	1945	1944
Cigars, including floor tax	\$ 4,054,327.88	\$ 2,996,193.19
Cigarettes, including floor taxes	109,694,302.76	69,232,437.32
Snuff	680,957.29	660,546.77
Tobacco, chewing and smoking	4,926,284.79	4,522,584.87
Cigarette papers, tubes and leaf dealer penalties	228,315.14	108,898.04

#### BAYUK DECLARES EXTRA DIVIDENDS

A dividend of 37½ cents per share and an extra dividend of 50 cents per share on the common stock of Bayuk Cigars, Inc., were declared November 16 by the Board of Directors. Both dividends are payable December 15, 1945, to stockholders of record November 30, 1945.

## TOBACCO TRADE ORGANIZATIONS

### TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. .... President  
WILLIAM BEST, New York, N. Y. .... Chairman Executive Committee  
ASA LEMLEIN, New York, N. Y. .... Treasurer  
Headquarters, 341 Madison Ave., New York City

### CIGAR INSTITUTE OF AMERICA

ALBERT H. GREGG ..... President  
EVERETT MEYER ..... Vice-President  
WILLIAM BEST ..... Treasurer  
SAMUEL BLUMBERG ..... Secretary  
H. W. McHOSE ..... Director  
Headquarters, 185 Madison Ave., New York City

### THE NATIONAL ASSOCIATION OF TOBACCO DISTRIBUTORS, INC.

FRED W. WINTER ..... Chairman of the Board  
J. RENZ EDWARDS ..... President  
HENRY GUNST ..... Vice-President  
STANLEY STACY ..... Treasurer  
JOSEPH KOLODNY, 200-5th Ave., New York, N. Y. .... Executive Secretary

### NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

BEN L. LASCHOW, 862 East Fifteenth St., Brooklyn, N. Y. .... President  
R. L. McCORMICK, 52 Klein Ave., Trenton, N. J. .... First Vice-President  
W. H. KOCH, 1404 Mt. Royal Ave., Baltimore, Md. .... Second Vice-President  
ALBERT FREEMAN, 25 West Broadway, New York, N. Y. .... Treasurer

### RETAIL TOBACCO DEALERS OF AMERICA, INC.

ERIC CALAMIA, 84 Williams St., New York, N. Y. .... President  
WILLIAM A. HICKEY ..... Treasurer  
MALCOLM FLEISHER ..... Secretary  
SEIGFRIED F. HARTMAN ..... Counsel

### CIGAR MANUFACTURERS ASSOCIATION OF AMERICA, INC., 200 Fifth Ave., New York, N. Y.

EDWARD J. REGENSBURG ..... President  
SAMUEL BLUMBERG ..... General Counsel and Secretary

### THE YORK COUNTY CIGAR MANUFACTURERS ASSOCIATION

CHARLES STUMP, Red Lion, Pa. .... President  
ARTHUR McGUIGAN, Red Lion, Pa. .... Vice-President  
RUSSELL S. STINE, Red Lion, Pa. .... Secretary  
A. S. ZIEGLER, Red Lion, Pa. .... Treasurer

### FLORIDA CIGAR MANUFACTURERS ASSOCIATION

ARMANDO RODRIGUEZ ..... President  
FRANCISCO GONZALEZ ..... Vice-President  
JOHN LEVY ..... Treasurer  
FRANCIS M. SACK, Tampa, Fla. .... Secretary

### INDEPENDENT RETAIL TOBACCONISTS' ASSOCIATION

E. H. SNYDER ..... President  
J. GROSSMAN ..... First Vice-President  
IRVING MALITZKY ..... Second Vice-President  
EDWARD SEIGEL ..... Financial Secretary  
ALEXANDER DAVIS ..... Treasurer  
L. CHERNOW, 36 West 44th Street, New York, N. Y. .... Secretary

### TOBACCO SALESMEN'S ASSOCIATION OF AMERICA, INC.

JACK EDELSTEIN ..... President  
HARRY ABRAMS ..... Treasurer  
LEO RIEDERS, 604 West 162nd Street, New York, N. Y. .... Secretary

### OUR HIGH-GRADE NON-EVAPORATING CIGAR FLAVORS

Make tobacco mellow and smooth in character  
and impart a most palatable flavor

### FLAVORS FOR SMOKING and CHEWING TOBACCO

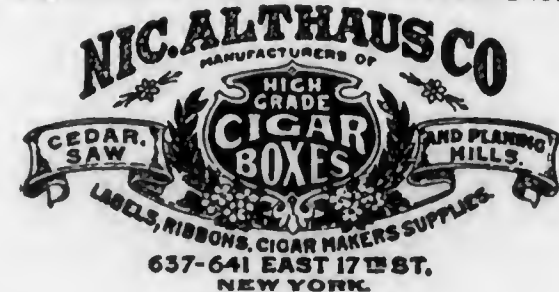
Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

### CIGAR BOXES

Tel. Algonquin 4-9532 Established 1875



637-641 EAST 17th ST.  
NEW YORK

# RED SKELTON RETURNS!



**TUESDAY, DEC. 4**

He Dood It! Yes, folks, it's happened at last! Red is back on the air again—and funnier than ever! And in addition to the one and only Mr. Skelton, Brown & Williamson also presents Hildegard and "People Are Funny" every week from coast to coast for Raleighs. Add these three top-notch radio shows to B & W's extensive newspaper and magazine campaigns and you don't have to wonder why Raleigh sales today are higher than ever before!

## HILDEGARDE ON NEW TIME!



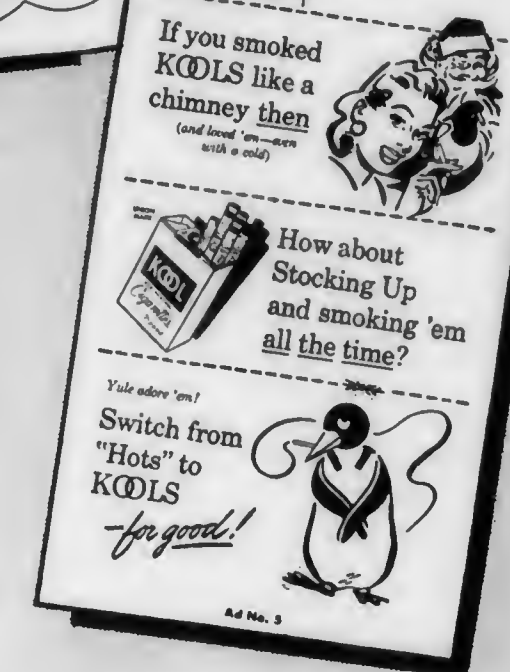
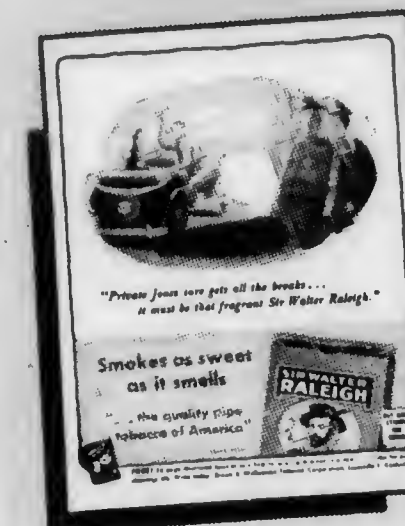
Now on Wednesdays—the incomparable Hildegard in her famous "Raleigh Room," voted one of the most popular programs on the air. Don't forget: from now on it's every Wednesday night on NBC for Hildegard and her celebrated guest stars.

## "PEOPLE ARE FUNNY" REMAINS!

Starring Art Linkletter as the zaniest M. C. on the air, "People Are Funny" continues to roll 'em in the aisles every Friday night on NBC. And it continues to send more and more Raleigh customers into your store.



## BIG AD CAMPAIGN CONTINUES!





# Ballerina on Wheels!



She wrapped up the figures and spins of the ballet and put them on wheels. It's roller-skating star

*Gloria Nord—*

in action on skates...and with her favorite cigarette—Camel

"I like everything about Camels—their full flavor and their grand mildness"



R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina

FROM the moment she glides out on the floor to start that whirling whirlwind of leaps, jumps, and spins, it's *rhythm on the rollers!* For blue-eyed, honey-haired Gloria Nord, of "Skating Vanities," is a star on wheels. Her cigarette, too, is a star... from way back. Gloria tells you, "Camels have something I've never found in any other cigarette — a pleasing mildness and a flavor that doesn't go flat. Camels *always* taste good."

You'll hear the same thing said in many different ways, but it all adds up to the same: For steady pleasure, there's *nothing like a Camel!* Let your "T-Zone" tell you why Camels are so preferred. (See right.)



Your "T-Zone" and your cigarette

The "T-Zone"—T for taste and T for throat—is the final proving ground of any cigarette. Only your taste and your throat can tell you which cigarette tastes best to *you*...how it affects your throat. On the basis of the experience of many, many millions of smokers, we believe Camels will suit your "T-Zone" to a "T."

# Camels

*Costlier Tobaccos*



**End of  
Volume**







**End of  
Title**



**END OF REEL**  
**PLEASE**  
**REWIND**